

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXII.

NEW YORK, JANUARY 15, 1908.

No. 3.

The Butterick Trio

Comprising

The Delineator

18c.—\$1 year

The Designer

10c.—50c. year

New Idea Woman's Magazine

5c.—50c. year

Reaching 1,600,000
Homes

About 10,000,000
Prosperous Readers

—Women who do their buying in Retail Stores and who buy for their Homes, their Families, Children, Husband and for themselves.....“The Cream of Good Customers in America”.....A group of consumers whose patronage alone is enough to assure the success of any good article. Your advertisement printed 1,600,000 times in one issue of the Butterick Trio reaches more readers, and costs you far less, than you could print for yourself and distribute to readers of equal responsiveness and buying power. Trio Rate: \$7.12½ per agate line. An inch ad one time (\$100) costs you 1-1000 of 1c. per reader. A Page ad one time (\$2550) costs you about 1-40 of 1c. per reader.

W. H. BLACK

Mgr. of Advertising

Home Office, Butterick Bldg.
New York

F. H. RALSTEN

Western Adv. Mgr.
First National Bank Bldg.
Chicago

THE BUTTERICK TRIO.

THE DELINEATOR - THE DESIGNER - NEW IDEA WOMAN'S MAGAZINE
BUTTERICK BUILDING, NEW YORK

W. H. Black, Manager of Advertising

Before Your Annual Meeting

—it might be well to find out what the 1908 kind of Advertising and Sales Policy might do for your business,—about what it would cost you, and how hard, or how easy, it would be to bring them into your present way of doing business.

Write me a letter—*now*. Not after the Board has met, but *before*.

* * *

Don't think this means a hazy, indefinite, talk about old-time examples of success,—or a mere effort to enthuse you about advertising-space and ways of filling it,—an attempt to work you up to a blind belief that you'd come out right if you “kept it up long enough.”

Definiteness—precise, business-like detail—is what you want, and what your Directors want. And that is what we are prepared to offer.

* * *

After the annual meeting it may be too late. You owe it to yourself to get these facts into your hands *before* the meeting.

Write me that letter *to-day*.

W. H. Black
Manager of Advertising

1,600,000 FAMILIES. 10,000,000 PROSPEROUS READERS

DELINEATOR

DESIGNER

NEW IDEA WOMAN'S MAGAZINE

THE
BUTTERICK TRIO

The Des Moines Capital's Greatest Year

**20,000 INCHES MORE ADVERTISING IN 1907
THAN IN 1906**

Published more advertising, both local display and foreign display, in 312 issues than either competitor in 365 issues. Even THE CAPITAL's December was ahead of December, 1906. The figures, after careful measurement of all three papers, are submitted and analyzed.

	Capital 312 Issues	Register and Leader 365 Issues	News 365 Issues
Local Display	138,817	132,625	128,498
Foreign Display	74,237	67,457	67,272
Total inches	213,054	200,082	195,770

CAPITAL'S LEADERSHIP IN LOCAL AND FOREIGN ADVERTISING

CAPITAL'S PREPONDERANCE IN LOCAL ADVERTISING IN 312
ISSUES AGAINST 365 ISSUES

Local Display	Local Display
Beat News	Beat Register and Leader
10,319 inches	6,192 inches

CAPITAL'S PREPONDERANCE IN FOREIGN ADVERTISING IN
312 ISSUES AGAINST 365 ISSUES

Foreign	Foreign
Beat News	Beat Register and Leader
6,965 inches	6,780 inches

CAPITAL'S PREPONDERANCE IN FOREIGN AND LOCAL IN 312
ISSUES AGAINST 365 ISSUES

Foreign and Local	Foreign and Local
Beat News	Beat Register and Leader
17,284 inches	12,972 inches

LOCAL, FOREIGN AND CLASSIFIED

Capital	-	-	-	272,586 inches—312 issues
Register and Leader	-	-	-	287,785 inches—365 issues
News	-	-	-	250,433 inches—365 issues

If you are after business in Iowa, THE CAPITAL will get it for you and at the lowest possible cost. Circulation is much the largest in the city and State.

LAFAYETTE YOUNG, Publisher

Eastern Agents

O'MARA & ORMSBEE
Brunswick Bldg., New York

ELMER WILSON
87 Washington St., Chicago

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1892.

VOL. LXII.

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HANDLING COMPLAINTS IN DEPARTMENT STORES.

KEEPING THE PUBLIC SATISFIED ONE OF THE MOST TROUBLESOME PROBLEMS OF STORE MANAGEMENT—CHIEF DIFFICULTY LIES NOT SO MUCH IN RIGHTING WRONGS AS IN KNOWING WHEN THERE ARE WRONGS TO BE RIGHTED—SWEEPING GUARANTEES, DISCOURTEOUS CLERKS AND INEFFICIENT DELIVERY SYSTEMS MOST FREQUENT SOURCES OF COMPLAINTS—POLICY OF ALL SUCCESSFUL STORES IS TO MEET CUSTOMERS MORE THAN HALF WAY—INTERESTING STORIES ILLUSTRATING THE WORKINGS OF THIS POLICY.

The time was when the law put it right straight up to the consumer to look out for himself, to rely solely upon his own wits and prudence in every commercial transaction. The other fellow could trick, defraud, deceive, and, so long as he kept within certain bounds, the law would not indict him for making a fool of another man. It was always a case of "do unto others as they would do unto you, but do it first." A premium was set upon sharp dealing and chicanery in business, and a rogue could take refuge every time behind the following decision delivered in a leading case by the King's Own Bench: "The prosecutor might have measured the liquor before he accepted it, and it was his own indolence and negligence if he did not. Therefore common prudence might have guarded him against suffering any inconvenience by the defendant's offering him any less than he had contracted for. The prisoner is discharged."

Those were good old days for thrifty tradesmen. No fear of the law nor of the "unscrupulous purveyors of scandal nor conscienceless muck-rakers" restrained their activities. Their profits, unlike the one-price system of to-day, were most often shaped by the prosperous, or otherwise, appearance of their customers and without any reference to current market values. Did he refund money on unsatisfactory purchases? Not on your life! It was actually as much as one's crown was worth to appear dissatisfied with any purchase, much less to look to get the purchase-money back.

But conditions eventually changed. By degrees it dawned upon our doughty old tradesmen that business did not consist in merely one sale of exorbitant profit. They realized, with increasing dismay, that once "stung" a patron refused to come back to be "stung" a second time. The old Biblical admonition about "turning the other cheek" was utterly disregarded, and gradually then the old order of things did "fold their tents, like the Arabs, and as silently steal away."

The boot is now on the other leg. Instead of the customer taking any chances on an unsatisfactory purchase, all the risk is shouldered by the retailer. The consumer is not only guarded against unsatisfactory merchandise, but the broad liberality of most stores nowadays protects him against even a change of his own mind. If, a week or a month after having purchased, say, a painting, rug, piano, or coffee-mill, one finds his original liking

for the article waning, he may return it to the store where it was bought and have his account credited with its original cost, or receive a credit memorandum valid for either cash or merchandise. Where use or mishandling has depreciated the value of the article, the amount credited or-refunded will be subjected to a slight deduction. But wherever there is such a deduction, it may be relied upon that, if the store in question is one of the more liberal class, it does not fully cover the loss sustained by the store through the transaction.

Such liberality, of course, breeds abuse. The bureau of adjustments and complaints of every large store unearths daily little tricks and devices, actually contemptible in their smallness, by which customers strive to avail themselves of the enjoyment of merchandise without paying for its use. It is no uncommon occurrence for women, even of means, to have sent to their homes "on approval" eight or ten high-grade rugs, or an article or two of furniture, which, instead of being taken advantage of to afford the family a convenient opportunity of selecting the preferred pattern or style, are used solely to add a finishing touch to the house for some social event. A day or two, or a week, following the occasion the rugs, or furniture, are all returned to the store with some meager explanation to the effect that they are not "quite what was wanted." The cases where shoppers order, also "on approval," costly suits, furs or hats which are worn once at some society function and then returned as "unsatisfactory" are too numerous to even excite comment among the attachés of the adjustment or complaint desk.

No store management is blind to these abuses. It knows that it is often "easy." But it knows also that, for the most part, the complaints of its customers are legitimate and their demands for satisfaction reasonable, and to live thoroughly up to the spirit of its broad guarantee of "money

refunded on all unsatisfactory purchases," it prefers to sustain many losses itself rather than run the risk of refusing to "make good" in one just complaint.

That this policy pays goes without saying. It needs no very extended canvass of opinion among women of discernment to arrive at the conclusion that the store most liberally patronized is the store most liberal in its assurances that every transaction must be absolutely satisfactory to the customer and most earnest in its endeavors to "make these assurances "good." Knowing this, the advertising manager seldom lets slip by an opportunity for dilating upon this important feature of the store's policy. Candid, straight-from-the-shoulder declarations of faith and determinations to "right all wrongs" not infrequently occupy large spaces in the advertising of the big stores, and, perhaps, it might not be too strong a statement to say that these "talks" have often a more beneficial and resultful effect than the rest of the advertisements in which they appear. At any rate, the power of the following editorial for inculcating in the public mind a strong faith in the promises of the store publishing it, can easily be imagined. The advertisement referred to reads in part:

"We have moved the 'Bureau of Adjustments' from the basement to the main floor and have given it a few extra telephones. We've made it much easier to get at—and we beg you, if cause arises, to get at it.

"Of course, we are sorry to get complaints, but we would be sorrier yet not to get them if you felt like making them. Perhaps it never occurred to you that one of the greatest problems—if not the greatest problem—in running a big store, was not a question of merchandise nor of finance nor of organization, but simply the question of how to know when things are being done wrong.

"We have keen eyes and an eager appetite for faults, and we hunt for them as most men hunt

(Continued on page 6.)



If the human memory were a perfect machine there would be little need of advertising. You could tell your story once and it would always echo.

But matters are not thus. The roar of the street, the whispering of Time, and, alas! the laws of the brain itself, make fainter and fainter your message.

Therefore, it must be repeated.

How often?

How many business claims do you hold actively in your mind longer than a week?

THE SATURDAY EVENING POST, issued each week, has more men readers than any other publication in America.

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

BUFFALO

for money. But with all our care and watchfulness there is no doubt that our customers see many things that we ought to know, but don't know.

"Won't you tell us, please?"

"The only complaint that will hurt us is that which we don't remedy—and the only complaints we will not remedy are those that never get to us.

"This store began, ten years ago, with the ambition to do the largest business in New York. We've got that business—now we want to be the best store as well as the biggest; not best in sense of grand and pompous and expensive, but best in service to the public, best in courtesy, best in delivery, most comfortable, safest. Best in real economy we are now and have always been. On the other points we believe we are best also; but whatever we can improve we are keenly anxious to improve.

"We'll be honestly grateful for your complaints, because they are the finger-posts to perfection."

A fruitful source of trouble between customer and store is often afforded by the broad promises made in the latter's advertising. From the store that is most free in its promises the most is naturally expected, and very frequently a store's service finds it hard work keeping step with the enthusiasm of the advertising department. As one store aptly expressed it, "Large claims are easy. The superlative adjective is hard at work nowadays. Somebody's enthusiasm must be excessive. Measure stores by the service they give you and not by the promises they make."

That the public does measure the worth of a store by its services rather than solely by its promises is well illustrated in the following story of a transaction in one of New York's leading "big stores."

In looking through the new season's showings of styles and models in men's clothing, a customer came across one suit which particularly struck his fancy. It

happened to be the only one of its kind in the collection, but as it was a size or two out of the way the customer turned aside with a sigh and was about to leave the department. The salesman, however, scenting the possibility of losing a sale, suggested that the customer try on the suit and have one of the tailors look at it to see if anything in the way of alterations could be done. Of course, when examining the suit, the tailor, upon receiving a meaning wink from the salesman, became extravagant in his expressions of opinion that the suit not only could be altered but that, as it stood, was one of the "smartest" fits he had seen in months. The customer happened to have a strong faith in the store's desire to give everyone a "square deal," a faith which had been inculcated and nurtured by its apparently earnest and conservative advertising, and he bought the suit and told the tailor to go ahead with the alterations. When, a week or two later, the suit was delivered at his home, it was a sorry-looking object, a few pieces of cloth literally thrown together, a "guess fit" gouged out of the original model and sewed together with absolutely no conformity to prevailing styles. The suit was sent back to the store at once as unsatisfactory.

Of course the store refunded the money?

Not much! They first tried to convince the customer that, in view of the extensive alterations, the fit was as perfect as could be expected. Then, failing in that, they switched him from clerk to clerk, who subjected him to an inquisitorial series of trade arguments and devices under which he finally broke down and, to escape from their clutches, accepted a suit which in style and fabric was far from what he had originally desired. And this firm advertised as a motto, that the power and disposition was theirs to do things better than they ever had been done before.

Another fruitful source of com-

The Wanamaker Store

Store Closes at 5:30 P. M.

Auditorium: 2.30 P. M. Concert.

MRS. WILSON YOUNG, soprano.
 MR. ARTHUR DEPEW at the organ.
 MR. H. D. CHAPMAN at the Angelus.

The Wanamaker Conception of a Great Store's Duty To Its Public

To gather conveniently under one roof all the world's multitudinous products, for personal wear and the furnishing of the home. To select them with expert care and wise discrimination—buying always the best, but buying with such knowledge and judgment that the merchandise may always be sold at the lowest possible price.

Keeping constantly in stock the staple merchandise in general demand, but assuming the greater duty of sending our buyers into strange places and over little-traveled roads, seeking for the new and different things not found in the usual channels of trade.

Always seeking to do a better thing than has been done. Working aggressively with manufacturers to have merchandise better made or manufacturing conditions improved. To place our orders conveniently, so that economies in the cost of production may be secured for our public. To develop constantly newer and better styles, and yet have them produced at prices usually lower than equal qualities in common-place designs.

Recognizing the fact that errors will creep in, to blight the best intentions, in a great institution that depends upon human heads and hands, many of which must be constantly newly trained; but always regarding each fault as monstrous until cured, so that continued error cannot exist.

Providing a store service that is polite, intelligent, prompt and efficient, to make shopping here as pleasant as it is satisfying. Recognizing the fact that good morals and good manners are of as much importance as good merchandising, that the customer's comfort and convenience deserve first thought and that nothing but perfect satisfaction ever seals a sale.

To do every minute the utmost that we know, as the experience of almost half a century has taught; sparing no pains or expense where service or facilities can be improved. To do the best that is known today, and still seek for the better tomorrow and do it.

That is the John Wanamaker idea of modern store-keeping.

JOHN WANAMAKER

Formerly A. T. Stewart & Co.; Broadway, 4th Ave., 8th to 10th Sts.

plaint lies in inefficient delivery systems. There is one store in New York whose methods of handling deliveries is absolutely bad. A customer in buying goods in this store, to be delivered, is taking nine chances in ten that she won't get them for at least a week, or perhaps not until after she has made several complaints. Just where the fault lies in this particular system is hard to say.

The management is apparently aware of the trouble but seems unable to correct it. To the writer it seems that were clerks required to read back addresses to customers twice or even three times, or to present the addressed sales-slip to the customer to be "O.K'd" the percentage of packages returned because of "wrong addresses" possibly might be materially reduced. At any rate, where the addresses were wrong, the customer's "O.K." would in many instances relieve the store of responsibility for the error. Many packages, however, on which the addresses are correct are returned, annotated "W.A.," because of the driver's disinclination to make more than a very ordinary effort to find the house. In such cases, where it can be shown that the original address was correct, a small fine imposed upon the driver would probably have a wholesome effect in inspiring him in the future to greater effort.

Failure to deliver goods on time, aside from being frequent, is also a most annoying source of complaints. A turkey delivered on the day after Thanksgiving has, so far as the original intention for which the purchase was made is concerned, about as much value as a chimney in summer. Wedding presents delivered some days after the ceremony or to the wrong address have a peculiarly irritating effect on the mind of the donor. There is often a humorous side to such mistakes, but the grieved customer generally refuses to appreciate the humor. Sometimes, however, tact and quick action will bridge over an awkward

situation and save a good customer to the house.

An elaborate wedding cake, to be made to order, was recently ordered by an out-of-town customer from a New York department store. The cake was made in due time and sent by express some days before the day set for the wedding. On the day before the wedding, however, the following telegram was delivered at the bureau of complaints.

"Where is cake? Wire."

Consternation reigned for a few moments in the complaint bureau. The customer had a charge account which reached a substantial figure each month; she was an old friend of the house and the loss of her patronage would be a very serious matter. Quick action on the telephone, between the store and the express company's office and a speedy investigation by the latter of its "undelivered packages," located the missing cake in one of the company's offices in a town some twenty-five miles from its proper destination. Immediately an investigator was sent after the cake, and he then took care to deliver the cake personally, together with a note from the firm expressing regret for the delay and best wishes for the happy couple.

The public is generally a reasonable body. It appreciates the vast possibilities for errors, delays, misunderstandings, etc., which exist in an establishment employing thousands of persons and doing a business that runs into millions of dollars each year. Therefore, appeals, such as "When we fail to give satisfaction there has been an accident somewhere in the service. Will you help us locate it?" or "The management can never know of many mistakes except through you" or "If the machinery is not working right at all points, we want to know it" or "A tired salesperson may give our train such a jolt that a good customer will be thrown off the car" or "But only tell us, and we'll make it right in a jiffy"—such appeals as these, to

repeat, to the public's sense of reason or generosity, are seldom made in vain.

But more than the mere disposition must be evinced. Every complaint should be taken up and vigorously traced down to the root of the trouble. When reasonable, money should be refunded without a murmur. Goods should be exchanged and credit slips issued with cheerfulness. The necessary red tape of the complaint bureau should be kept as far as possible in the background. The essence of the activities of a complaint clerk should be cordiality and helpfulness, for it must be remembered that the majority of complaints are based upon some just cause. The customer has suffered a grievance while shopping in some particular store, and whether the fault lies with that store or not, hospitality and good business principles demand that not only should the wrong of which she complains be remedied but she be courteously treated and her outraged feelings effectively mollified.

ALPHONSUS P. HAIRE.

MAGAZINES CONSOLIDATE.

NEW YORK, Jan. 8, 1908.

Editor of PRINTERS' INK:

Beginning with the March number the *Reader* and *Putnam's Monthly* will be published under the title of *Putnam's Monthly and the Reader*.

The combination presents several points of strength. In the first place both magazines have been constantly increasing in circulation and advertising patronage. During 1907 their advertising revenue aggregated over \$100,000.

While, of course, both magazines circulated in every State in the Union, the particular strength of *Putnam's* has been in the eastern and New England States, while that of the *Reader* lay in the middle and far west. The two magazines, therefore, reinforce each other in circulation, merging into one publication so strong in every section of the country as to be absolutely indispensable to the high-grade advertiser.

The editors of the *Reader* have given special attention to fiction and to descriptive articles. The new monthly will complete certain important undertakings of the *Reader*, among them being the serial now running by Esther and Lucia Chamberlain under the title of "The Coast of Chance," and

the series "Our Inland Waterways," by Herbert Quick. The combined magazine will utilize much attractive material that has been transferred from the *Reader* and will present in the future a larger number of stories and descriptive articles than has heretofore been published, while the literary quality, which has been the distinguishing characteristic of *Putnam's*, will suffer no impairment. The publishers of the new magazine are able to include in their list of contributors an important group of writers whose co-operation has been secured for the *Reader*. Among the names that may be mentioned are the following: George Ade, Alice Brown, Gelett Burgess, Esther and Lucia Chamberlain, Emerson Hough, Francis Lynde, Herbert Quick, James Whitcomb Riley, Octave Thanet, Anne Warner, and Brand Whitlock.

Yours very truly,
"PUTNAM'S" MONTHLY AND THE
READER,"

J. P. Curtiss, Business Manager.

A STUBBORN FACT

The fact is this—

It is not disputed that

THE CHICAGO
RECORD-HERALD

has the largest net paid
circulation of any two-
cent newspaper in the
United States, morning
or evening.

Dodging the issue only
serves to emphasize this
stubborn fact.

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 149,281.

NICK CARTER IN EUROPE.

THE FAMOUS "DETECTIVE" IN GREAT VOGUE—BOYS AND GIRLS READ THE TRANSLATED EDITIONS EAGERLY, AND CRY FOR MORE.

A well-known American writer who has recently returned from a trip abroad says that one of the most curious and interesting sights he saw was the long line of youngsters, both boys and girls, awaiting their turn at the kiosks or sidewalk news-depots in Paris, Berlin and Vienna, on the days when the regular installment of "Buffalo Bill" or "Nick Carter" was issued. Shop-boys and shop-girls of all kinds, butcher boys in white aprons, house pages in buttons, would wait in a string like the line at the gallery door of an American theater. Inquiry revealed the fact that the American juvenile fiction product leads any other far and away in Europe today. In fact this authority says that the youthful mind in Paris, Berlin, Vienna and Madrid, does not regard these stores as fiction at all but looks upon Nick Carter as well as Buffalo Bill as living heroes, and their adventures as red-hot indestructible fact. Taught to believe almost anything wonderful about America from their infancy, the children of the poor in Europe have accepted these and other American heroes of juvenile fiction as part of the natural history of the country, and as there is no serious effort to divorce them from this belief (how could there be among the masses of Europeans who look upon America as an Eldorado?) their faith in these fictional characters, whom they naively regard as our true national heroes, grows by what it feeds upon. Learning upon inquiry that the enterprise was wholly in the hands of a German-American, who had spent twenty-five years as a publisher in New York City, a PRINTERS' INK reporter called at his New York headquarters, No. 33 First street, the other day. He was received by the American manager, E.

Borchman, who professed himself not only willing to talk but avowed that the subject was of a growing personal interest to him. "The sales of American stories in Europe to-day far exceed those of any other national juvenile literature," he said. "In the first place they are something quite new. Our Wild West literature, for instance, in cheap translated form, has been confined mostly to Cooper and what we would call American classical writers,—a serious literature and avowedly fictional. Now these Nick Carter and Buffalo Bill stories that we issue in serial form seem to the youthful foreign mind to depict living men, and their exploits are what we call 'live stuff' to them. We get many letters from young European readers which prove this, both here and at our European headquarters in Dresden. Young girls who become great admirers of Buffalo Bill, from his heroic looks and great deeds, are constantly writing for his photograph, with an autograph. A young man wrote the other day from a small town in Germany to our New York office, saying he had some real detective ability and would like to arrange with 'Nick Carter' to employ him on some of his wonderful crime-hunts. Even grown persons have been deceived by the air of naive reality which our American authors, partly by employing living names and the names of true localities, manage to give their 'yarns.' We have, for some time past, been in almost daily receipt of requests from abroad for the address of 'Nick Carter' or 'Buffalo Bill.' Our stories thus far have been procured from Street & Smith, from whom we buy the plates for the cover only, and the copyright. We translate regularly into eight European languages: French, German, Italian, Spanish, Hungarian, Bohemian, Polish and Swedish. We began with Buffalo Bill's adventures, because his Wild West Show had pretty thoroughly advertised him in every large city of Europe. It caught on at once

—immensely. We followed with 'Nick Carter,' who is now known in France as 'le grande detective Americain'—'un maitre de crime,' etc., and are just taking up the famous 'Diamond Dick' series.

"Albert Eichler, the head of this concern, the Eichler Publishing Company, saw the possibilities of the venture and went to Europe five years ago for permanent residence, establishing his headquarters at Dresden. He has a complete publishing plant there with a complete outfit of linotype machines, in various languages, and a bureau of translators. Covers are printed in three colors on a heavy-coated stock, and altogether a very handsome periodical of thirty-two pages—average $8\frac{1}{2} \times 10\frac{3}{4}$ inches—is produced, at the nominal price of twenty-five centimes or five cents. The back cover is devoted to advertising the hero of the series, with a handsome full-length portrait. The inside covers are blank—no advertisements are permitted although the circulation is immense. This in the present status of advertising, as an appeal to the masses in Europe, would definitely detract from the value of the publication at the price, and make the people feel as if they were not getting all their money's worth. Perhaps some day some shrewd American may go over and buy up the whole space for a breakfast food or a liver pill, but it can't be had just now at any price."

Mr. Eichler publishes the national juveniles of other lands for his vast European public—such as the English adventures of Morgan the Buccaneer, of Dick Turpin, Jack Sheppard and other heroes; but there is not a tithe of the interest in these that there is in the American stories. In fact the craze—for it is practically that—for American juvenile stories is something hitherto unknown in Europe—a new development—and shows an interest in this country and its characteristics among the younger generation that is positively remarkable. The only part of the continent

THE OUTING MAGAZINE

stands before the American public as the best and foremost literary representative of the true American spirit—the spirit of progress, of development.

With a bona-fide circulation of more than one hundred thousand copies each month, it carries into more than a hundred thousand American homes the gospel of clean and wholesome living.

No better medium could be selected from the field of periodical literature to carry the announcement of reliable advertisers.

**Editions exceed 130,000
copies per month**

ALLAN C. HOFFMAN, Advertising Mgr.

The Outing Publishing Company
35 and 37 West 31st St., New York

THOS. H. BLODGETT, Western Mgr.
Heyworth Building, Chicago

of Europe that is not infected is Russia and the cluster of dead principalities that lie south of her—and Turkey of course.

At the start, as an American publisher of twenty-five years' experience, Mr. Eichler, whose methods have been American from the beginning, at Dresden, did some little advertising. He used display space in leading daily newspapers in the great capitals, posters for the kiosks and news-stores, and was especially particular in looking after the display of the series in the windows of all stores where they were sold.

NOVELTIES.

The advertising value of the novelty depends altogether on its lasting qualities; and even where the novelty may have a life of months or years it is a question as to whether the same sum expended in printers' ink will not produce more business.—*Bank Advertiser.*

THE Rock Island Road has recently issued several booklets to influence immigration. One of these is devoted to New Mexico, another to Oklahoma, and a third to California traffic.

WITH ENGLISH ADVERTISERS.

At the approach of the Christmas season, advertisers always endeavor to persuade the public of the peculiar suitability of their goods for Christmas presents. One can understand the desirability of books, perfumery, lace, fancy pottery, and other such articles, but it does seem a bit curious to see an advertisement for the Armstrong Typewriter, with a headline asserting that it is ideally suitable for a handsome Christmas present. Were it possible it would be interesting to know how many people are persuaded by an advertisement such as this to pay £9 15s. or so for a typewriter, as a gift. It is possible to imagine a minister's faithful flock presenting him with a typewriter, especially bearing in mind how villainously some clergymen write; but to drag in the Christmas present idea in connection with what is mainly of interest to commercial, or literary men, does seem a bit far-fetched. What is even more noticeable is the fact that in the particular advertisement under discussion there is a tangle of type of various sorts and sizes, and attempted display, from which it is almost impossible to obtain a clear and distinct idea of the advantages of the particular machine. The real point of the announcement, which is the offer of a free trial if a coupon be signed, does not stand out at all distinctly.

Whilst speaking about typewriters, there is another point that is worthy of comment. Every typewriting advertisement apparently starts with the assumption that the reader is desirous of purchasing a machine, and is only in doubt as to which is the best and most economical. What are the actual facts? There are thousands of people who would be glad to have a typewriter, and who would find it exceedingly useful, but who have never yet realized their

need. That is where the argument in, at least, some of the advertisements should start; and if a little of the effort, that is now spent in eulogizing the machine, were expended in convincing non-users of typewriters how enormously they would benefit if they possessed one, a good deal of advantage might be gained. Curiously enough the same remarks hold good with regard to cycles. All advertisers of bicycles on this side give an infinity of details about the construction and virtues of their machines, but they, comparatively, rarely begin by attacking the non-cyclist and trying to convert him.

There would appear to be a fair amount of profit in perfumery, judging by the fact that the proprietors of one well-known brand of Eau-de-Cologne, "No. 4711," are willing to take the whole of the front page of the *Daily Mail* and spend hundreds of pounds in one advertisement, and then merely give one or two facts, prices, and some illustrations. Obviously, the peculiar name "No. 4711," has been adopted because it is unusual and to distinguish it from the large number of brands that are on the market. The traditional name in connection with this particular perfume is that of "Farina," but there are apparently so many members of the family that it has become hard to distinguish which is which and the name of the real original; and hence, probably, the adoption of a number.

Another advertisement in this issue is that for "Bird's Custard Powder," and this advertisement, like all issued by this firm, is of the pictorial order. In this announcement a game of blind-man's buff is depicted, and in a circular space appears a view of a supper table, with custard cups upon it, the wording being reduced to a minimum. One striking thing in connection with Bird's Custard Powder and its publicity, is the impression that is created that the advertisement is everywhere and that you are

seeing it always, though probably less is spent than is the case with many other articles which use space less judiciously. Both the press and the hoardings are used, and a good many announcements are humorous; and as the subject lends itself to this treatment, the publicity is effective.

One of the most remarkable announcements in this issue of the *Daily Mail* is one printed in the Hebrew character, and it is a fac-simile of the *Daily Mail* poster of the day before. Underneath it is explained that the language is what is known as Yiddish, and that it is really an announcement of a new story of Jewish life entitled "A Sinner in Israel." Coming as it does in the midst of pronouncedly English advertisements the effect is exceedingly quaint and striking.

The craze for writing Limericks has swept over British journalism and the British public has caught the disease in a most extraordinary fashion. Naturally advertisers of all sorts are taking advantage of the prevailing craze. It may incidentally be mentioned that Limericks have had attention called to them in our police courts; they have been responsible for at least one suicide, and the epidemic does not yet show much sign of abating. In such papers as *Pearson's Weekly*, which gives the highest prizes of any, *Answers*, *Tit-Bits*, *The News of the World*, and other publications, each competitor is asked to forward sixpence, and one incidental effect has been to inflate the sale of sixpenny postal orders here. Our Postmaster-General states that there had been this year an increase of upwards of five millions over last year's figures, in the number of sixpenny postal orders sold during August, September and October. It is clear, therefore, that if no one else has gained the British postoffice has done so. One of the most common greetings of the day is "Have you won a Limerick yet?" When it is remembered that winners are obtaining in some instances upwards of two hundred

pounds for writing a last line of eight or nine syllables, it will be perceived that there is a good deal of point in the inquiry.

As a specimen of the poetic efforts that win these big prizes, a recent one may be quoted. The unfinished Limerick was as follows:

"There was a young lady of
Bow,

Who went for a walk in the
snow;

When taking a stride

She trod on a slide"

One of the winning lines to which the sum of £211 12s. was awarded read thus: "And her face fell—some five feet or so." It is to be hoped that the quotation of this 'gem of wit' will not have the effect of inciting any American journal to import this pestilence.

Naturally, the success of the papers have had the effect of inducing others to adopt a similar scheme. The proprietors of a special brand of cigarettes are offering by way of prizes in their Second Limerick Competition, a Freehold Country House, furnished by Waring, with a pony and trap, and £2 a week guaranteed for life, and only recently a lady won a motor car in a Limerick competition organized by Lipton.

Before leaving the subject of Limericks it may be mentioned that the minds of many people here are greatly exercised as to the legality of these competitions. It is claimed by their opponents that in essence the Limerick competition is a form of lottery, and their defenders argue on the contrary that the element of skill is present and constitutes the leading factor. It is understood that the matter will shortly get into the English courts, and those bringing the action hope that they will succeed in getting them stopped, just as the Missing Word Competitions were stopped years ago. In any case, one can sincerely condole with the judges in these competitions who have to decide on the respective merits of some two hundred thousand

last lines, in the course of a few days or even of a few hours.

To return after this long digression to our *Daily Mail*, we find other seasonable advertisements for cigars, champagne, wines and spirits, pipes, safety razors of various kinds, the Bissel carpet sweeper, fountain pens of every kind at different prices, jewelry, charitable institutions, toys and various other articles. Fountain pens are particularly insistent on their claims to notice just now, and probably the most effective advertising in this direction is that for the Onoto Pen, which makes a strong point of the fact that it is self-filling. This may not seem very important but the stress that is laid upon it gives a touch of novelty, makes the reader feel that the Onoto is "something different," and is sure, therefore, to be reflected in sales.

One would hardly look for any very great variety in copy intended to sell Brandy, but this has been achieved in a long series of advertisements in connection with Hennessy's Brandies. The one published in this issue has an illustration of eight wine bottles, and is intended to show "How the contents of these eight bottles of Charente Wine are put into one bottle of Hennessy's Brandy." The pith of the announcement is contained in the following paragraph:

The Charente Wine — and no wine makes such good Brandy as this — is heated, and the more delicate vapors — "the heart" — are collected and condensed. This heart is then redistilled and another and smaller heart obtained, which is, in its turn, to yield a third and tiny heart — the heart of the heart of the grape. And Hennessy's Brandy is distilled in the good old-fashioned way in the pot-still, which preserves the power and the flavor and the fragrance of the grape. It is just because eight bottles of wine are concentrated in one bottle of Hennessy that a very little of this powerful Brandy will make a superb Brandy and Soda, and a very few drops will invigorate an invalid. That makes Hennessy inexpensive Brandy; and it is bottled, sealed and labeled in Cognac, so that it comes to you untouched, unspooled, right from the heart of Brandy-land.

Probably the object of the energetic campaign that has been carried on for some time on behalf of Hennessy's Brandy has been to wean spirit drinkers from whisky, which has been very

popular, and induce them to go back to brandy. Without endorsing the arguments used no one can doubt that this "reason why" brandy copy has been exceedingly clever and, to spirit drinkers, probably very convincing. It is reasonable to expect that the whisky advertisers will next have a turn, and will try to demonstrate by argument instead of by generalities, the superiority of their article, and then perhaps it will be the turn of the proprietors of brands of gin and rum to push the claims of their goods. A little has been done recently with gin but as regards rum this seems to have sunk into the advertising back-ground. No one to-day is doing any advertising for beer that can in any way compare with the brilliant publicity for Schlitz Beer in the United States, which is strong enough to compel any beer drinker to insist on Schlitz for the rest of his natural life. A great deal of smart advertising was done on this side for Kannebeer some three or four years ago, but this stopped; and though the beverage may be sold, sales are not being pushed by any extensive and enterprising publicity.

F. W. SEARS.

WHO CAN BEAT THIS?

OMAHA, Neb., Dec. 19, 1907.
Editor of PRINTERS' INK:

This year the *World-Herald* published over 250,000 paid want ads, or over one quarter of a million. Our circulation is 39,500. Omaha has about 139,000 population. What we would like to know is, if you can tell us if there is any paper in America of our size published in a city under 150,000 population that carries as many want ads as the *World-Herald*?

Yours very truly,
WORLD PUBLISHING COMPANY,
H. Doorly, Adv. Mgr.

CUT RATES.

Cut rates of advertising will be given by fewer papers than ever this year. There is no reason why the advertiser should not try to get this special favor, for he wishes to avail himself of it if anybody can, but, of course, his respect for a paper drops the moment he learns that rates and rules are elastic. He often professes to feel complimented by the concession, but he is conscious of having opened a bottomless pit.—*Selling Magazine*.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1907 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1907 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1908 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham, Ledger, dy. Average for 1906, 25,419. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1906, 9,844. The afternoon home newspaper of its city.

ARIZONA.

Phoenix, Republican, Daily aver. 1906, 6,478. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith, Times, Evening (except Sat.) and Sunday morning. Daily average 1906, 4,398.

CALIFORNIA.

Oakland, Enquirer. Sworn average, December, 1907, 48,861. Largest circulation in Oakland guaranteed.

COLORADO.

Denver Post. Circulation—Daily 59,674. Sunday 84,411.

The figures Tell RESULTS.



The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Bridgeport, Evening Post, Sworn dy. Oct., 1907.



Bridgeport, Morning Telegram, daily. Average for Dec. 1907, sworn 12,007. You can cover Bridgeport by using Telegram only. Rate, 1½c. per line, flat.

Meriden, Journal, evening. Actual average for 1906, 7,580. Average for 1907, 7,748.

Meriden, Morning Record and Republican. Daily average for 1907, 7,578; 1906, 7,672.

New Haven, Evening Register, dy. Annual sworn aver. for 1907, 15,790; Sunday, 12,102.

New Haven, Palladium, dy. Aver. 1905, 8,636; 1906, 9,549. E. Katz, Special Agent, N. Y.

New Haven, Union. Average 1906, 16,481. First 9 mos., '07, 16,521. E. Katz, Sp. Agt., N. Y.

New London, Day, ev'g. Aver. 1906, 6,104; aver. for 1907, 6,547. Rates obtained direct.

Norwalk, Evening Hour. Daily average guaranteed to exceed 3,500. Sworn circulation statement furnished.

Norwich, Bulletin, morning. Average for 1906, 5,920; 1906, 6,559; June, 1907, 7,259.

Waterbury, Republican, morning and Sunday, 1907 av. 6,638 daily, 4,400 Sunday.

DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. Daily average for 1906, 55,577 (©).

FLORIDA.

Jacksonville, Metropolis, dy. Av. 1906, 9,422, 1st 6 mos. 1907, 10,692. E. Katz, Sp. Agt., N. Y.

GEORGIA.

Atlanta, Journal, dy. Av. 1906, 50,257. Sunday 57,928. Semi-weekly 74,916. The Journal covers Dixie like the dew.

IDAHO.

Boise, Evening Capital News, d'y. Aver. 1906, 4,508; average, July, 1907, 6,188.

ILLINOIS.

Aurora, Daily Beacon. Daily average for 1906, 4,580; 1906, 6,454.

Cairo, Citizen. Daily average 1st 6 months, 1907, 1,585.

Champaign, News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago, The American Journal of Clinical Medicine, mo. (\$1.50), the open door to the American Doctor, and through him to the American Public. Guar. 40,000 circ. investment by A. A. A.

Chicago, Breeder's Gazette, weekly. \$2. Aver. circulation for year 1906, 70,000. For 39 weeks ended Sept. 23, 1907, 78,906.

Chicago, Commercial Telegraphers' Journal, monthly. Actual average for 1906, 10,000.

Chicago, Dental Review, monthly. Actual average for 1906, 4,001; for 1907, 4,018.

Chicago, Examiner. Average for 1906,



649,846 Sunday, 175,000 Daily. Guarantees larger circulation in city of Chicago than any two other morning papers combined. Has certificate from Association of American Advertisers.

Circulation for Sunday, 717,681. February, 1907, Daily, 192,271.

Absolute correctness of latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's Newspaper Directory.

Chicago, Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago, Journal Amer. Med. Ass'n, weekly. Average for 1907, 52,217.

Chicago, Record-Herald. Average 1906, daily 141,744; Sunday 211,611. Average July, 1907, exceeding daily 152,420; Sunday 220,151.

★ The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©).

Joliet, Herald, evening and Sunday morning. Average for year ending April 30, 1907, 7,571.

Peoria, Evening Star. Circulation guaranteed more than 21,000.

INDIANA.

Evansville, Journal-News. Av. for 1906, 16,299. Sundays over 18,000. E. Katz, S. A., N. Y.

Indianapolis, Up-to-Date Farming. 1906 av., 174,584. Now 200,000 twice a mo., 15c. a line.

Notre Dame, The Ave Maria. Catholic weekly. Actual net average for 1906, 24,612.

Princeton, Clarion-News, daily and weekly. Daily average 1906, 1,501; weekly, 2,548.

Richmond, The Evening Item, daily. Sworn average net paid circulation for nine months ending Sept. 30, 1907, 5,141. A circulation of over 5,000 guaranteed in all 1907 contracts. The item goes into 80 per cent of the Richmond homes. No street sales. Uses no premiums.

★ The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend, Tribune. Sworn daily average, Oct., 1907, 9,755. Absolutely best in South Bend.

INDIAN TERRITORY

Ardmore, Ardmoreite, daily. Average for 1906, 2,442.

IOWA

Burlington, Hawk-Eye, daily. Aver. 1907, 8,987. "All paid in advance."

Davenport, Times, Daily aver. Dec., 13,505. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Sworn average circulation for 1906, 41,751. Circulation City and State, largest in Iowa. More advertising of all kinds in 1906 in 342 issues than any competitor in 355 issues. Rate 70 cents per inch, flat.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Aver. circulation for 6 mos. '07, 60,193.

Des Moines, Iowa State Register and Farmer, w'y. Aver. number copies printed, 1906, 52,128.

KANSAS.

Hutchinson, News, Daily 1906, 4,260. Nov. 1907, 5,100. E. Katz, Special Agent, N. Y.

Lawrence, World, evening and weekly. Copies printed, 1906, daily, 3,773; weekly, 5,084.

Pittsburg, Headlight, dy. and wy. Average for 6 mos. 1907, daily 6,552; weekly 6,104.

KENTUCKY.

Lexington, Leader. Av. '06, exp. 5,157. Sun. 6,795; 1st 5 mos., '07, 5,418, 8y, 6,867, E. Katz.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1906, 1,271,982.

Augusta, Maine Farmer, w'kly. Guaranteed, 14,000. Rates low; recognized farmers' medium.

Bangor, Commercial. Average for 1906, daily 9,695; weekly 28,678.

Madison, Bulletin, w'y. Circ., 1906, 1,581. Now over 1,600. Only paper in Western Somerset Co.

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1906, 8,077.

Portland, Evening Express. Average for 1906, daily 12,506. Sunday Telegram, 8,041.

MARYLAND.

Baltimore, American, Daily average for 1907, 75,652; Sun., 91,209. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1906, 69,514. For December, 1907, 78,244.

★ The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day adv.



Boston, Globe, Average 1907, daily, 151,844; Sunday 208,308. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.



Holyoke, Transcript, dy. Av. 3 mos. '07, 7,842. Only Holyoke paper examined by A. A. A.

Lynn, Evening Item. Daily sworn av. year 1906, 15,049; first half, 1907, av. 16,470. The Lynn family paper. Circulation unapproached in quantity or quality by any Lynn paper.

Woburn, News, evening and weekly. Daily av. net paid circ. March, 1,528. W'kly, 1,451.

Worcester, Evening Gazette. Actual sworn average for the first six months of 1907, 15,222 copies daily—nearly 45% increase over 1906. Largest eve. circ'n. Worcester's "Home" paper. Permission given A. A. A. to examine circulation.

Worcester, L'Opinion Publique, daily (©). Paid average for 1907, 4,586.

MICHIGAN.

Bay City, Times, evening, Av. for 6 mos. to July 1, 1907, 11,002 copies, daily, guaranteed.

Jackson, Citizen-Press. Only evening paper. Gives yearly averages, not weekly. It's Jackson's greatest daily. It carries more advertising and has the largest net paid circulation. No secrets. Nov. daily average, 5,794.



The Home Paper
of Indiana

94% of Circulation Delivered
Direct to Homes

**The
Indianapolis
News**

41,768 Daily
in Indianapolis Alone

CIRCULATION 1907

Average Daily Distribution

79,045

Average Daily Net Paid

74,262

ADVERTISING 1907

Display, 17,869.66 Cols.

Classified, 5,442.12 Cols.

Total, - 23,311.78 Cols.

Daily Average

74.48 Cols.

Eastern Representative

DAN A. CARROLL, Tribune Bldg., New York

Western Representative

W. Y. PERRY, First National Bank Bldg., Chicago

Jackson, Patriot. Average Oct., 1907, 8,498; Sunday, 9,569. Greatest net circulation.

Saginaw, Courier-Herald, daily, only Sunday paper; average for 1907, 14,749.

Saginaw, Evening News, daily. Average for 1906 19,964; December, 1907, 20,846.

MINNESOTA.

Minneapolis, Farmers' Tribune, twice a-week. W. J. Murphy, pub. Aver. for 1906, 37,886.

Minneapolis, Journal, Daily and Sunday (G). In 1907 average daily circulation, 76,861. Daily average circulation for Dec., 1907, 78,588. Average Sunday circulation for Dec., 1907, 74,517. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to reach the great army of purchasers throughout the Northwest and goes into more homes than any paper in its field. It brings results.

Minneapolis, Svenska Amerikaniska Posten. Swan J. Turnblad, pub. 1906, 52,010.

Minneapolis, Farm Stock, and Home, semi-monthly. Actual average 1906, 87,187; average for 1906, 100,266; for 1907, 108,588.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

CIRCULAT'N Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1906, was 81,272. The daily Tribune average per issue for the year ending December, 1906, was 105,164.

St. Paul, Pioneer Press. Net average circulation for January—daily 55,502. Sunday 52,487.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona, Republican-Herald. Av. June, 4,616. Best outside Twin Cities and Duluth.

MISSOURI.

Joplin, Globe, daily. Average 1906, 15,254. Nov. 1907, 17,011. E. Katz, Special Agent, N. Y.

St. Joseph, News and Press. Circulation 1906, 56,079. Smith & Thompson, East. Reps.

St. Louis, National Druggist. mo. Henry R. Strong, Editor and Publisher. Aver. 11 mos. 1907, 10,685 (G). Eastern office, 59 Maiden Lane.

MONTANA.

Missoula, Missoulian. Every morning. Average 12 months ending Dec. 31, 1906, 5,107.

NEBRASKA.

Lincoln, Deutch-American Farmer, weekly. Average 1906, 141,839.

Lincoln, Freie Presse, weekly. Actual average for 1906, 142,989.

NEW HAMPSHIRE.

Manchester, Union. Av. 1906, 16,758, daily. N. H. Farmer and Weekly Union, 5,550.

Nashua, Telegraph. The only daily in city. Average 8 mos. ending Aug. 31, 1907, 4,422.

NEW JERSEY.

Asbury Park, Press. 1906, 4,812. Gained average of one subscriber a day for ten years.

Camden, Daily Courier. Actual average for year ending December 31, 1906, 9,020.

Elizabeth, Journal. Av. 1904, 5,522; 1905, 6,515; 1906, 7,847; first 6 mos. 1907, 8,221.

Jersey City, Evening Journal. Average for 1907, 24,380. Last three months 1907, 25,928.

Newark, Eve. News. Net dy. av. for 1906, 68,022 copies; net dy. av. for Nov., 1907, 69,486.

Trenton, Evening Times. Av. 1906, 18,227; aver. 1907, 20,270; last ¼ yr. '07, aver., 20,409.

NEW YORK.

Albany, Evening Journal. Daily average for 1907, 16,895. It's the leading paper.

Batavia, Daily News. Average first 6 mos. 1907, 7,494. F. R. Northrup, Special Rep., N. Y.

Brooklyn, N. Y. Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Daily average 6 mos. 1907, 58,449.

Buffalo, Courier, morn. Av. 1906, Sunday, 91,168; daily, 58,681; Enquirer, even., 52,682.

Buffalo, Evening News. Daily average 1905, 94,690; for 1906, 94,743; 1907, 94,848.

Corning, Leader, evening. Average 1904, 6,235; 1905, 6,595; 1906, 6,555; Feb. rev., 6,820.

Mount Vernon, Argus, evening. Actual daily average for year ending Dec. 31, 1907, 4,460.

Newburgh, News, daily. Av. '06, 5,477; 4,000 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal, Est. 1865. Actual weekly av. for '06, 9,706 (G). 4 mos. to Apr. '07, 9,949.

Automobile, weekly. Average for year ending Dec. 28, 1906, 15,312.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1906, 5,452.

Benziger's Magazine, the only popular Catholic Family Magazine published in the United States. Guaranteed circ'n, 75,000; 50c. per agent line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1906, 26,611 (G).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Average for 1907, 8,888—sworn.

Music Trade Review, music trade and art weekly. Average for 1906, 5,109.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1907, 7,269.

The People's Home Journal. 564,416 mo. Good literature. 458,666 monthly. Average circulations for 1907—all to paid-in-advance subscribers. F. M. Lupton, publisher, Inc.

The Tea and Coffee Trade Journal. Average circulation for year ending Dec. 1907, 8,801; Dec. 1907, issue, 10,560.

The World. Actual aver. for 1907, Morn., 345,442. Evening, 405,172. Sunday, 488,885.

Schenectady, Gazette, daily. A. N. Liecty. Actual average for 1906, 18,058; 1907, 15,809.

Syracuse, Evening Herald, daily. Herald Co. pub. Aver. 1906, daily 25,206. Sunday 40,064.



Troy, Record. Average circulation 1907, **20,168**. Only paper in city which has permitted A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1906, **2,622**.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending March 31, 1907, **14,927**.

NORTH CAROLINA.

Raleigh, Times. Sworn statement can be furnished showing circulation of the Raleigh Evening Times, Raleigh, N. C., has not been less than 5,000 since November, 1905. The Times is North Carolina's foremost afternoon paper.

NORTH DAKOTA.

Grand Forks, Normanden. Av. yr. '05, **7,201**. Aver. for year 1906, **8,180**.

OHIO.

Akron, Times, daily. Actual average for year 1906, **8,977** September, 1907, **9,778**.

Ashtabula, American Sanomat. Finnish. Actual average for 1906, **10,690**.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1906, **72,216**; Sunday, **88,869**; Dec., 1907, **68,808** daily; Sun., **84,658**.

Coshocton, Age, daily. Net average 1906, **2,757**. Verified by Asso. Amer. Advertisers

Coshocton, Times, dy. Net '06, **2,122**; 6 mo. '07, **2,416**. No cash books fixed to fit padded cir.

Dayton, Journal. First six months 1907, actual average, **24,196**.

Springfield, Farm and Fireside, over 1/4 century leading Nat. agricult'l paper. Cir. **145,000**.

Warren, Daily Chronicle. Actual average for year ending December 31, 1906, **2,634**.

Youngstown, Vindicator. D'y. av. '06, **15,740**; 8y. 10,001; LaCoste & Maxwell, N.Y. & Chicago.

OKLAHOMA.

Muskogee, Times-Democrat. Average 1906, 5,514; First 6 mos. '07, **6,649**. E. Katz, Agt., N.Y.

Oklahoma City, The Oklahoman. 1906 aver., **18,918**; Dec., 1907, **22,280**. E. Katz, Agent N.Y.

OREGON.

Mt. Angel, St. Joseph's Blatt. Weekly. Average for September, 1907, **20,880**.

Portland, Journal, daily. Average 1906, **25,574**; for Dec., 1907, **29,885**. The absolute correctness of the latest circulation statement guaranteed by Rowell's American Newspaper Directory.

Portland, Pacific Northwest, mo. av. 1st 6 mo. 1907, **16,000**. Leading farm paper in State.

PENNSYLVANIA.

Chester, Times, ev'g d'y. Average 1906, **7,688**. N. Y. office, 230 B'way. F. R. Northrup, Mgr.

Erie, Times, daily. Aver. for 1907, **18,508**; Dec., 1907, **18,524**. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Sworn av. Dec., **14,885**. Largest paid circula't'n in H'b'g or no pay.

Printers' Ink awarded FARM JOURNAL the Seventh Sugar Bowl because that paper, among all those published in the United States, best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns.

"in
Philadelphia
nearly
everybody
reads
The Bulletin."

NET AVERAGE CIRCULATION FOR NOV.:
234,021 copies a day

THE BULLETIN's circulation figures are net, all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

'Philadelphia, Confectioners' Journal, mo. Av. 1906, 5,470; 1906, 5,514 (©).



Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1907, 102,903; the Sunday Press, 124,006.

Pittsburg, The Team Owners' Review. High-grade monthly trade paper; first-class advertising medium. Circulates among Team Owners, Hauling Contractors, Transfer, Express, Carting and Draying Companies, the largest consumers of Horse Goods, Saddlery, stable Supplies, Wagons, Trucks, etc.

Seranton, Truth. Sworn circulation for 1906, **14,126** copies daily, with a steady increase.



West Chester, Local News, daily. W. H. Hodgson, average for 1906, **15,440**. In its 35th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.



Williamsport, Grit. "America's Greatest Family Newspaper." Aver. 10 mos., '07, **234,111**. Circulated in over 13,000 small cities, towns and villages. Home circulation. Guaranteed.

York, Dispatch and Daily. Average for 1906, **17,769**.

RHODE ISLAND.

Pawtucket, Evening Times. Aver. circulation for 1906, **17,115** (sworn).



Providence, Daily Journal, 18,051 (©), Sunday, **21,840**. (©). Evening Bulletin **26,620** average 1906. Providence Journal Co. publishers.



Providence, Tribune. Aver. for 1906, Morn. **12,345**, Even. **31,118**; Sun. **16,220**. Most progressive paper in the field. Evening edition guaranteed by Rowell's A.N.D.

Westerly, Sun. Geo. H. Utter, pub. Aver. 1906, **4,627**. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston, Evening Post. Actual *dy.* average for 1906, 4,474. December, 1906, 4,755.



Columbia, State. Actual average for 1906, daily (C) 11,287 copies; semi-weekly, 2,525; Sunday (C) 1906, 12,225. Actual average for first six months, 1907, daily (C) 12,940, Sunday (C) 12,769.

Spartanburg, Herald. Actual daily average circulation for 1907, 2,715. Dec., 1907, 2,067.

TENNESSEE.

Chattanooga, News. *Av.* 3 mos. end. Dec. 31, 1906, 14,707. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more adv. in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantees large circulation or no pay.



Knoxville, Journal and Tribune. Daily average year ending December 31, 1906, 12,692. Week-day average now in excess of 15,000. The leader.

Memphis, Commercial Appeal, daily, Sunday, weekly. First six months 1907 *av.* *Dy.* 41,782; Sunday, 61,485; weekly, 21,212. Smith & Thompson, Representatives, N. Y. and Chicago.

Nashville, Banner, daily. *Aver.* for year 1906, 21,455; Jan. 1907, 22,528; Feb. 1907, 27,271.

TEXAS.

El Paso, Herald, Oct. *av.*, 8,155. More than both other El Paso dailies. Verified by A. A. A.

VERMONT.

Barre, Times, daily. F. E. Langley. *Aver.* 1905, 2,527; 1906, 4,118. Examined by A. A. A.

Bennington, Banner, daily. T. E. Howe. Actual average for 1906, 1,920.

Burlington, Free Press. Daily average for 1906, 8,459. Largest city and State circulation. Examined by *Asso. of Amer. Advertisers.*

Montpelier, Argus, daily. Actual average for 1906, 2,280. Examined by A. A. A.

Rutland, Herald. Average 1906, 4,226. Average 1906, 4,077. Examined by A. A. A.

St. Albans, Messenger, *dy.* *Av.* 1905, 8,051; 1906, 8,888. Only Rutland paper exam. by A. A. A.

WASHINGTON.

Seattle, Post Intelligencer (C). *Av.* for Nov., 1907, net - Sunday 42,659; Daily, 24,804; week day 22,506. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service greatest results always.

Tacoma, Ledger. Average 1906, daily, 16,059; Sunday, 21,792.

Tacoma, News. Average 1906, 16,109; Saturday, 17,610.

WEST VIRGINIA.

Ronceverte, W. Va. News, *WY.* Wm. B. Blake & Son, publs. *Aver.* 1906, 2,320.

WISCONSIN.

Janeville, Gazette, *dy.* *av.* for Nov., 1907, 2,886; semi-weekly, 2,268.

Madison, State Journal, *dy.* Average 1906, 5,602; Jan., Feb., Mar., 1907, 4,554; Apr., 5,106.

Milwaukee, Evening Wisconsin, *dy.* *Av.* 1906, 28,450 (C). Carries largest amount of advertising of any paper in Milwaukee.



Milwaukee, The Journal, eve., *ind.* Average circulation for Nov., 52,678 daily; gain over Nov., 1906, 7,210 daily. Paid city circulation ALONE greater than TOTAL paid of any other Milwaukee daily or Sunday; also more advertising carried.

Oshkosh, Northwestern, daily. Average for 1906, 8,099.

**THE WISCONSIN AGRICULTURIST**

Racine, Wis., Estab. 1877. Actual weekly average for year ended Sept. 30, 1907, 56,086. Larger circulation in Wisconsin than any other paper. Advt. \$3.50 an inch. N. Y. Office. Temple Ct. W. C. Richardson, Mgr.

WYOMING.

Cheyenne, Tribune. Actual daily average *ret.* for 1906, 5,126; semi-weekly, 3 mos., '07, 4,294.

BRITISH COLUMBIA.

Vancouver, Province, daily. Average for 1906, 10,161; Nov. 1907, 15,677. H. LeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. *Average* for 1906, daily, 24,559; daily Nov. 1907, 26,460, *av.* for mo. of Nov., 22,528.

Winnipeg, Der Nordwestern. Canada's German newspaper. *Av.* 1906, 16,177. Rates 56c. inch.

Winnipeg, Telegram. Average daily, 1907, 22,566. Weekly *av.* 19,637. Flat rate, 3 1/2c.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1906, daily 100,087, weekly 49,992.



Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. *Av. circ.* of the Daily Star for 1906, 60,954 copies daily; the Weekly Star 128,453 copies each issue.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 32,898 publications listed in the 1907 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (◎◎).

ALABAMA.

THE MOBILE REGISTER (◎◎). Established 1821. Richest section in the prosperous South.

WASHINGTON, D. C.

Nearly everybody in Washington subscribes to THE EVENING AND SUNDAY STAR. Average, 1906, 35,577 (◎◎).

FLORIDA.

JACKSONVILLE TIMES-UNION (◎◎). Pre-eminently the quality medium of the State.

ILLINOIS.

THE INLAND PRINTER, Chicago, (◎◎). Actual average circulation for 1906, 15,866.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MAINE.

LEWISTON EVENING JOURNAL, daily, average August, 1907, 8,067; weekly, 17,706 (◎◎); 7.44% increase daily over last year.

MASSACHUSETTS.

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎). Established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎). Boston, is quoted at home and abroad as the standard American textile journal.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

PIONEER PRESS (◎◎). St. Paul, Minn. Most reliable paper in the Northwest.

THE MINNEAPOLIS JOURNAL (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

NEW YORK.

NEW YORK TIMES (◎◎). Largest gold-mark sales in New York.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

VOGUE

(The Leading Fashion Weekly)

Still in the Lead

VOGUE Carried 30,763 More Adgate Lines of advertising in 1907 than any other weekly or monthly magazine in America.

Printers' Ink in its issue of October 10, 1907, said: "Of course there is always one magazine that carries absolutely the most business during the year, and the agate rule proves it, and there is no disputing the figures."

Following are the Summaries Compiled by Printers' Ink for the year 1907:

	Agate Lines		Agate Lines
VOGUE	515,427	Saturday Evg. Post	457,661
Collier's	484,664	Outlook	417,389
Other Magazines less than 400,000			

VOGUE carried more advertising than any other magazine in 1905

VOGUE carried more advertising than any other magazine in 1906

VOGUE carried more advertising than any other magazine in 1907

**DOES NOT THIS GIVE YOU SOME IDEA OF
THE VALUE OF VOGUE'S SPACE TO YOU?**

New York—11 East 24th St.

Chicago—1503 Marquette Bldg.

THE POST EXPRESS (©). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (©). First in its class in circulation, influence and prestige.

SCIENTIFIC AMERICAN (©) has the largest circulation of any technical paper in the world.

VOGUE (©) carried more advertising in 1906 than any other magazine, weekly or monthly.

DRY GOODS ECONOMIST (©), the recognized authority of the Dry Goods and Department Store trade.

ELECTRICAL REVIEW (©) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly. Reaches the buyers.

NEW YORK HERALD (©). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (©). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

ENGINEERING NEWS (©). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. 16,000 weekly.

STREET RAILWAY JOURNAL (©). The foremost authority on city and interurban railroading. Average circulation 8,300 weekly. MCGRAW PUBLISHING COMPANY.

HARDWARE DEALER'S MAGAZINE. 11, 126. Average issue, \$0.791 (©). Specimen copy mailed upon request. D. T. MALLETT, Pub., 233 Broadway, N. Y.

THE ENGINEERING RECORD (©). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

NEW YORK TRIBUNE (©) daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high grade advertiser.

ELECTRICAL WORLD (©). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1906 was 18,294. MCGRAW PUBLISHING COMPANY.

PENNSYLVANIA.

THE PRESS (©) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the "Guarantee Star and the Gold Mark"—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, for 1907, 102,963; The Sunday Press, 124,006.

THE PITTSBURG (©) DISPATCH (©)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Best two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (©), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (©), Columbia, S. C. Highest quality, large-circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (©) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (©). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (©), the only gold mark daily in Wisconsin.

CANADA.

THE HALIFAX HERALD (©) and the **EVENING MAIL**. Circulation 15,558, flat rate.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

WANT advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

CONNECTICUT.

MERIDEN, Conn. MORNING RECORD; old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING AND SUNDAY STAR, Washington, D. C. (©), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

ILLINOIS.

THE DAILY NEWS is Chicago's "Want ad" Directory.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

INDIANA.

The Lake County Times Hammond, Ind.

An Up-to-Date Evening Paper. Four Editions Daily.

The advertising medium par excellence of the Calumet Region. Read by all the prosperous business men and well-paid mechanics in what has been accepted as the "Logical Industrial Center of America." Guaranteed circulation over 10,000 daily.

THE INDIANAPOLIS NEWS prints every day every week, every month and every year, more paid classified (want) advertisements than all the other Indianapolis papers combined. The total number it printed in 1906 was 315,300, an average of over 1,000 every day, which is 126,929 more than all the other Indianapolis papers had.

STAR LEADS IN INDIANA.

During last year the INDIANAPOLIS STAR carried 626.25 more columns of paid classified advertising than carried by its nearest competitor during the same period. The STAR gained 1749.89 columns over 1906. During the past two years the STAR's circulation has exceeded that of any other Indiana newspaper. Rate, six cents per line.

IOWA.

THE Des Moines REGISTER AND LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word, monthly rate \$1.25 nonp. line, day & by.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE BOSTON GLOBE, daily and Sunday, for the year 1907, printed a total of 446,736 paid "want" ads. There was a gain of 1,979 over the year 1906, and was \$20,483 more than any other Boston paper carried for the year 1907.

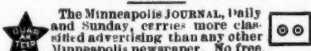


30 WORD AD, 10 cents a day. DAILY ENTERPRISE, Brockton, Mass. Circulation, 10,000.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

ST. PAUL DISPATCH, St. Paul, Minn., covers its field. Nine months' average, 68,833.



The Minneapolis JOURNAL, daily and Sunday, carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Dec. 135,170 lines. Individual advertisements, 18,458. Eight cents per agate line per insertion. If charged. No ad taken for less than 24 cents. If cash ad companies order the rate is 1c. a word. No ad taken less than 20c.



CIRCULATION THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.



by Am. News-paper Distrib.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 10c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (first 6 mos. 1907), 11,187; Sunday, 15,068.

NEBRASKA.

THE AMERICAN FARM LIBRARY, Edgar, Nebr. Monthly. Circulation 25,000. Rate, 2c. per word.

NEW JERSEY.

NEWARK, N. J. FREIE ZEITUNG (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It excels because advertisers get prompt results.

NEW YORK.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

ARGUS, Mount Vernon's only daily. Greatest Want Ad medium in Westchester County.

BUFFALO EVENING NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order agencies, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 22,230. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa. TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND.

PROVIDENCE TRIBUNE, morning and evening, 43,900, brings results, cost the lowest.

SOUTH CAROLINA.

THE Columbia STATE (☉☉) carries more Want ads than any other South Carolina newspaper.



CANADA.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,000; Saturdays 117,000—sworn to). Carries more want ads than any newspaper in Montreal.

THE DAILY TEL-GRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 35 cents.

THE MONTREAL DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD and WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

POSTERS SCARE TRAMPS.

The Los Angeles police have inaugurated a crusade against the tramps who are infesting this locality that will make all previous efforts seem insignificant. Thousands of posters are to be put up along the railway lines between Los Angeles and the desert warning all hoboes that the police are waiting for them and that they will be put to work as soon as they arrive here.

The posters are worded as follows: "Hoboes, keep moving. Rent is high and food is scarce. Taxpayers will not support you. Long sentences in the chain-gang given here. Sixty to ninety days our specialty."

The idea originated with Marshal Anderson, of Yuma, Ariz., who found the scheme worked successfully.

ANOTHER YEAR OF SUSTAINED

DETAILED
CIRCULATION
FIGURES OF

The New York

DATE.	JAN.	FEB.	MARCH.	APRIL.	MAY.	JUN.
1.....	Holiday.	138,420	142,570	142,450	154,180	153,000
2.....	140,500	138,380	141,030	141,670	154,025	Sunday.
3.....	140,410	Sunday.	Sunday.	143,080	169,160	147,000
4.....	141,050	137,590	142,520	144,640	157,115	148,000
5.....	149,680	137,280	142,240	143,190	Sunday.	146,000
6.....	Sunday.	135,510	142,380	142,640	153,510	148,000
7.....	142,030	143,900	141,160	Sunday.	152,870	147,000
8.....	142,650	145,080	142,900	141,900	152,305	152,000
9.....	141,180	147,180	141,770	140,920	157,095	Sunday.
10.....	142,550	Sunday.	Sunday.	148,060	152,440	148,000
11.....	142,930	145,051	140,500	165,190	155,170	146,000
12.....	140,620	Holiday.	141,180	195,730	Sunday.	146,000
13.....	Sunday.	143,880	144,840	151,480	153,860	145,000
14.....	143,170	143,970	142,010	Sunday.	153,110	142,000
15.....	160,640	144,090	142,060	158,090	153,000	147,000
16.....	141,510	144,940	143,040	156,820	153,560	Sunday.
17.....	142,525	Sunday.	Sunday.	155,610	159,910	142,000
18.....	142,680	143,070	143,580	156,120	155,570	142,000
19.....	147,610	145,150	145,350	156,890	Sunday.	142,000
20.....	Sunday.	143,750	141,990	162,770	158,570	144,000
21.....	141,060	146,900	141,040	Sunday.	156,630	140,000
22.....	140,950	Holiday.	140,510	154,910	156,740	138,000
23.....	141,810	148,100	142,670	160,130	157,400	Sunday.
24.....	141,572	Sunday.	Sunday.	155,620	155,730	189,000
25.....	142,130	146,770	143,710	159,350	158,885	189,000
26.....	147,240	150,340	143,540	163,530	Sunday.	137,000
27.....	Sunday.	146,490	143,330	162,430	156,580	137,000
28.....	142,420	143,840	142,880	Sunday.	152,880	137,000
29.....	138,400		141,200	155,320	152,000	132,000
30.....	142,050		138,530	156,335	Holiday.	
31.....	133,990				149,760	
Total	3,729,357	3,274,266	3,702,430	4,015,875	4,041,135	3,595,000
Average.....	143,437	142,055	142,401	153,687	155,488	143,000

During the year 1907 the total circulation divided by 306 publication days shows the daily average was 145,743.

NEW YORK, Jan. 3, 1908.

LARGEST HIGH-CLASS CIRCULATION

MAINTAINED CIRCULATION PROGRESS.

New York Globe

FOR
THE YEAR
1907.

MAY.	JUNE.	JULY.	AUGUST.	SEPT.	OCT.	NOV.	DEC.
154,180	153,100	144,240	143,980	Sunday.	144,850	142,160	Sunday.
154,025	Sunday.	143,350	143,250	Holiday.	143,450	143,740	142,990
169,190	147,350	144,460	143,890	146,630	144,460	Sunday.	142,570
157,115	148,430	Holiday.	Sunday.	146,620	143,900	143,630	141,440
Sunday.	146,905	142,250	143,640	144,800	148,900	129,230	142,310
153,510	148,100	143,110	144,560	144,060	Sunday.	166,230	141,315
152,870	147,270	Sunday.	143,870	148,360	145,860	145,730	145,665
152,305	152,760	144,220	142,970	Sunday.	143,880	144,780	Sunday.
157,095	Sunday.	141,000	143,850	145,770	145,450	145,050	142,360
152,440	148,220	143,060	144,220	146,310	148,050	Sunday.	141,810
155,170	146,810	141,650	Sunday.	145,630	145,660	144,040	142,740
Sunday.	146,225	142,980	141,020	144,810	146,530	142,950	143,030
152,850	145,060	146,760	142,870	146,580	Sunday.	144,460	142,580
153,110	142,390	Sunday.	143,090	144,220	143,800	148,040	143,360
153,090	147,710	142,100	142,730	Sunday.	142,760	147,570	Sunday.
153,590	Sunday.	143,280	143,890	144,130	141,330	147,520	141,600
159,910	142,650	143,710	144,710	143,920	142,460	Sunday.	141,260
155,570	142,915	142,460	Sunday.	145,680	144,600	146,320	140,230
Sunday.	142,050	142,260	143,170	143,400	144,610	145,695	141,760
153,570	144,400	142,070	142,130	145,130	Sunday.	139,720	142,010
156,650	140,230	Sunday.	141,850	144,760	145,430	143,660	143,150
156,740	138,965	143,030	143,840	Sunday.	143,670	142,410	Sunday.
157,400	Sunday.	142,260	143,170	145,410	143,960	147,460	142,370
155,730	139,946	141,290	143,320	142,680	142,830	Sunday.	141,400
158,885	139,400	142,750	Sunday.	145,110	139,710	141,450	Holiday.
Sunday.	137,540	141,510	142,970	144,100	143,075	144,420	140,380
156,590	137,015	140,490	143,140	143,090	Sunday.	145,580	140,250
152,890	137,650	Sunday.	143,130	146,950	141,400	Holiday.	142,870
152,000	132,610	141,700	144,060	Sunday.	140,630	145,120	Sunday.
Holiday.		135,040	143,560	144,390	139,300	144,720	140,190
149,760		140,850	144,930		142,650		140,150
4,041,135	3,595,701	3,827,910	3,871,810	3,482,540	3,888,000	3,622,685	3,550,775
155,438	143,828	142,228	143,400	145,105	143,814	144,907	142,031

Circulation of the GLOBE was 44,597,484, which
shows the

SAMUEL STRAUSS,

PUBLISHER.

CIRCULATION IN NEW YORK

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

OFFICE: NO. 20 SPRUCE ST.,
NEW YORK CITY.
Telephone 4779 Eekman.

President, ROBERT W. PALMER.

Secretary, DAVID MARCUS.

Treasurer, GEORGE P. ROWELL.

The address of the company is the address of the officers.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from electrotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pica measure 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, January 15, 1908.

THERE is an economy that is wasteful, and an expenditure that works for thrift.

It is said that in Russia New Year's good wishes are extended to friends and acquaintances who cannot be met by advertisements in the newspapers. The word for holiday greeting there is "Spvakisdom."

THE Chicago *Record-Herald* of January 1st contained forty pages, in order to accommodate the advertising, which included six full page advertisements. What morning paper in New York could make a record of this sort in mid-week? Only three of them, indeed, the *Herald*, *Tribune* and *Sun* could afford to issue such an edition with the price of paper so high. Penny papers must carefully guard the size of the daily edition.

The modern customer, man or woman, is a "bargain hunter." It is the dealer's business, and to his profit, to see that the game sought for is caught in his store.

THIS issue of PRINTERS' INK contains the regular monthly letter from the Little Schoolmaster's London correspondent, and on this account the third installment of Mr. Collins' "A Few Weeks With John Bull" is omitted.

In the Right Direction. The following news item from the Richmond, Va., *Times-Dispatch* will be of interest to advertisers generally, and should also be regarded as an encouraging sign by newspaper publishers:

CANNOT RING DOOR-BELLS TO ATTRACT ATTENTION.

Officers of the C. F. Sauer Company were summoned to the Police Court yesterday for allowing agents to ring door-bells to attract attention to advertising matter left in yards. The justice held that this was a disturbance of the peace, and fined the company \$2, which was paid. The decision met with evident popular approval. The justice intimated that the next time people were bothered by distributors of circulars and other advertising devices he would make it a case of trespass.

Reckless annoyance of the public of the sort indicated in the clipping does vast harm to more legitimate advertising. If the stuffing of letter-boxes with circular matter of a nondescript and often objectionable nature might also be prohibited by the police justice of Richmond, that city would become Utopian in character.

Advertising which creates resentment and annoyance is worse than no advertising at all. For the price of printing and distributing 20,000 circulars in Richmond—and this number is probably necessary to thoroughly cover the city—a display advertisement might be placed in any one of the three excellent papers published there, and the result would be far more satisfactory in all respects.

FRANK M. LOW & Co., outfitters to men and boys at Portland, Me., issued New Year's greetings to patrons in the form of "a rebate check good for a ten per cent discount upon a \$5 purchase at their store."

THE Hartford, Conn., *Times* has been elected to membership in the American Newspaper Publishers' Association.

IN a recent issue of *PRINTERS' INK* it was stated that the *Winnipeg Telegram* now prints nearly 27,000 copies daily. This was an error, inasmuch as the *Telegram's* detailed statement for November, when the item appeared, shows a daily issue of about 22,000 copies.

THE Pennsylvania Rubber Co., a large national advertiser of Jeannette, Pa., has placed its business with the Frank Presbrey Co. of New York. This account was formerly handled by the Shaw-Cassidy Co. of Pittsburg.

JOHN E. POWERS, of Philadelphia, is responsible for the following bits of wisdom, which are particularly apropos at this time:

* * *

Do not cut down expenses so low that there is no chance of growth.

* * *

The brainy competitor steps in and gets the business when the man in business exercises fearful, rather than aggressive caution.

* * *

THE German-American Advertising Agency, Mint Arcade, Philadelphia, opened offices on January 1st in the Tribune Building, New York. The agency is in charge of John B. Menz, president; the Philadelphia agency is in charge of H. J. Kleinmann, secretary and treasurer. Sample copies and rate cards are being asked for by the New York office.

JEROME A. CRANE, for many years advertising manager for the Jaynes drug stores, of Boston, has taken a similar position with the Wm. B. Riker & Son Company, of New York, which took over the Jaynes stores last April. Mr. Crane will make his headquarters in Boston, but will visit New York every other week. There are five Riker stores in Boston, four in New York and five in Brooklyn.

It is easy to sail in smooth water when you have a good boat, but it takes a sailor to handle light craft in a turbulent sea.

Dayton and McClellan.

The Dayton, Ohio, *Journal* made remarkable gains in advertising during the last quarter of 1907. In October it had a lead of 6,248 inches over October, 1906; in November the lead increased to 8,398 inches over the corresponding month in the previous year, and in December the *Journal* carried 10,485 inches more advertising than in December, 1906. G. A. McClellan, who became publisher of the *Journal* in September, believes the paper's advertising record for the last three months of 1907 can be equaled by no other American daily.

When Mr. McClellan became publisher he purchased a half interest in the *Journal*. He has just purchased the other half interest from H. R. Snyder, and is now in entire control of the property.

"Globe" to the Fore. The Boston *Globe* has issued a statement of comparative advertising carried during 1907 in the four Boston papers having daily and Sunday editions. The *Globe* is first on the list with 24,602 columns, while the second paper is stated to have carried 16,847½ columns during the same period. The *Globe's* detailed statement of copies printed during 1907 shows average editions of 308,308 Sunday and 181,344 daily. The *Globe* continues to be New England's leading newspaper.

HENRY C. HOWES, advertising manager of the Home Pattern Co., sailed for Europe on January 9th to visit the textile centers of Great Britain and Germany.

THE Des Moines *Capital* announces that it carried 20,000 inches more advertising in 1907 than in 1906. Even in December the *Capital* was ahead of December one year ago.

IN the current issue of the *Trade Press List* the publisher, Robert Mitchell Floyd, announces his intention of discontinuing publication of the paper at an early date, which is not definitely stated.

IN printing the summary of advertising carried in weeklies for November, PRINTERS' INK inadvertently omitted 2,560 lines of McClure advertising that should have been credited to the *Literary Digest*.

THE average daily net paid circulation of the Indianapolis *News* for 1907 was 74,262 copies. Ninety-four per cent of the total circulation, the *News* states, is delivered direct to homes. During the year this paper printed an average of over 74 columns of advertising daily, which is a record that exceedingly few week-day dailies can surpass.

THE *Weekly Implement Trade Journal* of Kansas City issued a New Year's edition containing reviews of the past year, and reports upon the probable conditions during 1908. The *Journal's* editorial advice to dealers is as follows:

If there has been fear, timidity, hesitancy to order goods for the spring trade, forget it. Stock up immediately—though be careful not to overstock—you'll surely need the goods, and when you want them you'll want them badly; for the factories, without a doubt, will be unable to supply the full demand of the year, and someone will get left in the shuffle, and perhaps your best customers may be driven, against their will, to the catalogue house because they must have the goods and cannot get them elsewhere.

London Announcement was made last week "*Times*" Sold. of the purchase of the London *Times* by C. Arthur Pearson, already owner of a chain of newspapers and magazines. Thus the "Thunderer" passes from the control of the Walter family, after an uninterrupted ownership since the paper was founded, in 1785, by the first John Walter. Of late years the *Times* has suffered from the strong competition of excellent papers which sell at one-third or even one-sixth the price that its patrons pay, but still it has a very strong following throughout England who will hear with regret of the changed ownership.

The first business connection of Mr. Pearson, the new owner, after he completed his studies at Winchester, was with Sir George Newnes, a famous London publisher. He became manager for Sir George and was at the head of his business for four years, at the end of which he resigned to enter business for himself. He established *Pearson's Weekly*, and made a great success of it. Then he established a number of other periodicals. He entered the newspaper business in 1900, establishing the *Daily Express*. Later he founded the *North Mail* and *Evening Mail* at Newcastle-on-Tyne.

He also published the *Gazette* and *Express* in Birmingham and the *Evening Express* in the same city. Meanwhile he acquired the controlling interest in the London *Standard* and in the *Evening Standard*, which he has amalgamated with the *Evening Gazette*. He represents what Englishmen seriously believe to be the American type of journalism.

The New York *Times*, in an editorial upon the sale of its London namesake, states its belief that "the passing of the *Times* from the exclusive control of the Walters is the most noteworthy incident thus far of 1908."

THE El Paso, Texas, *Herald* for January 2d contained 88 pages, which included its annual summary of southwestern progress.

THE *Housekeeper*, Minneapolis, has distributed monthly vest-pocket diaries for 1908, containing a page for each day in the year.

THE Virginia-Carolina Chemical Co. sent out this year large wall-calendars which are especially adapted for country stores and farm-houses.

ALFRED B. LUKENS has been appointed New York representative of the New Bedford, Mass., *Times*, published weekday afternoons and Sunday morning.

THE *American Journal of Clinical Medicine* for January is a special Progress number marking the beginning of the fifteenth volume. In advertising and text pages the issue is particularly complete.

THE Grand Rapids, Mich., *Press* issued a daily average of 52,121 papers during 1907, and claims to have a larger pro rata circulation than any other paper in the United States in a city of like class.

FITCHBURG, Mass., has an ardent advocate of municipal publicity in D. Charles O'Connor. Recently Mr. O'Connor addressed the city's high school students, outlining various ways in which the boys and girls may assist the municipality in the advertising campaign just started.

"UNUSUAL ADVERTISING" is the title of a publication prepared by the Hampton Advertising Company, the first number of which has just appeared. It is devoted to illustrations and descriptions of advertising matter prepared for Hampton clients. The color reproduction on the cover, the product of the American Lithographic Company's "typo-color" process, is a noteworthy addition to advertising art.

If you use traveling men you would not hesitate for a moment to put another man on the road, provided there was territory for him to cover which needed attention and cultivation.

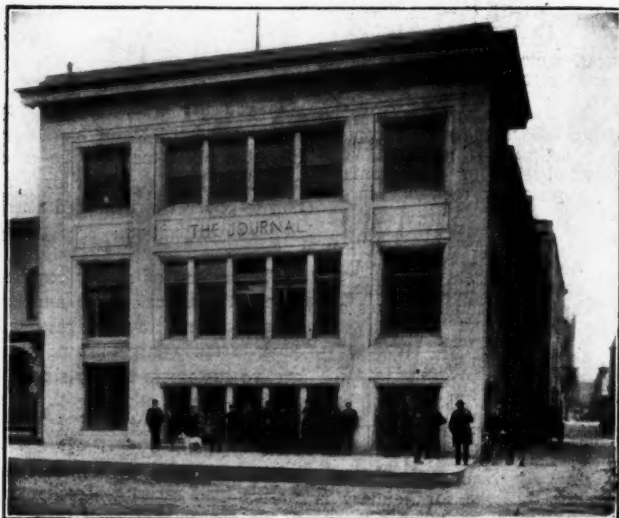
The amount of money required to pay the annual salary and expenses of one traveling man will cover a fairly large list of prospective customers twenty-six times a year—every other week—with a strong, striking and effective series of mail matter.

This mail series will sell more goods during that year than any salesman you ever had. It will do far more than this, it will be of great assistance to every man you have on the road and reach trade which the men cannot call upon.

It will tell your story, present your arguments and do excellent missionary work all along the line. In this way it will save time and effort on the part of all your travelers and at the same time bring in business through the mail that would otherwise escape you.

These facts are being demonstrated day by day in many lines of business. We can demonstrate them in your business.

THE ETHRIDGE COMPANY,
41 Union Square,
New York City.



MILWAUKEE "JOURNAL'S" BUILDING.

The above illustration represents the new home of the Milwaukee *Journal*, in Milwaukee, situated at 182-184 Fourth street. The building is constructed of stone and concrete, along the most approved lines. The immense press room on the first floor is in view of passers-by on the street. A special room is set aside for the use of the newsboys, in which they can congregate to hold meetings and give concerts.

The second floor is devoted to the general offices and composing room, while the third floor is divided into rooms for the editorial and reportorial staff. This is the only building in Milwaukee occupied exclusively by a newspaper.

The *Journal's* growth has been a steady one, but is particularly pronounced during the past eight years, the circulation having been doubled in this time. The paper is now safely over the 50,000 daily mark, and is the only Milwaukee newspaper which has been accorded the Star Guarantee of Rowell's American Newspaper Directory.

The *Journal* has established a special department, in charge of capable business men, to assist advertisers and prospective advertisers in Milwaukee. This department represents out-of-town advertisers who wish to establish a Milwaukee agency for the sale of goods or to take orders from established agencies. It stands ready to adjust any differences that may arise between an existing local agency and the firm it represents. The *Journal* Company believes co-operation of this sort to be a function of a newspaper desirous of doing the greatest possible amount of good to the advertiser.

The department is manned by an experienced shoe salesman, a furniture and house furnishing salesman, a clothing and furnishing goods salesman, a dry goods (and kindred lines) salesman, a drug man, a department store man, and a real estate, financial and bond man.

Our experience indicates that no business can attain a full measure of success unless its goods be thoroughly made known.—*Keystone Watch Case Co., Philadelphia.*

THE STORY OF THE GROCERY MAN.

"Do you know your grocer?"

This pointed question was put to its readers recently by *Woman's Home Companion*. Of course you know him, you will say; but *how* do you know him? You know his name, the location of his store and, perhaps, have a bowing acquaintance with himself and members of his family. But do you know how he conducts his business, that is, so far as it interests you—whether or not the food which comes to your table from his store is all that it should be. In the majority of cases, decidedly not.

The application of an old idea scores a new success as often as some brand-new thought. The *Woman's Home Companion* campaign against the unclean grocery store was not an original idea with the publishers; the subject has been touched upon from time to time by news and trade papers and, perhaps, many small, local campaigns have been waged by improvement societies and other organizations, but no great national movement in this direction has ever before been attempted.

Here then was a chance for a new application; to properly arouse and intelligently direct the half million housekeepers of the *Woman's Home Companion* family—a host which could bring to bear a pressure of patronage beyond the dreams of a political potentate, and which would reward the clean grocer at the same time that it was convincing the unclean grocer by the telling force of its argument.

But to state the case accurately and to direct intelligently, first a clear understanding of conditions and the facts must be had. This was accomplished by a detailed and exhaustive campaign, extending practically over all the country; no country general store was too small, nor no factory of food products too large, to be ignored by the ever alert representatives of the *Woman's Home Com-*

panion. This gathering together of data began in June and covered a period of many weeks, and the first article of the series of four made its appearance in the November number of the paper. The articles are all based on fact and common sense; no one is spared and credit is fully given where credit is due; sentiment or theory has no place in them; it is a clear, straightforward story and every word is interesting, and every paragraph contains food for thought.

Grocers, like other mortals, do not always improve on more intimate acquaintance. If you should come to know your grocer well you might find that he does not keep his store as clean as you do your kitchen; that the store towel would not compare favorably with your floor mop; that the delivery man's hands are not as well acquainted with soap and water as they might be; that the ice-box, mirrored and spotless on the outside, might be slimy and dirty within; that the covers from the cracker and sugar barrels are never covering their respective receptacles; that whenever the floors are swept and fixtures dusted more or less of the accumulated dirt finds its way into the various food products. One or more of the above things you might learn about your grocer if you knew him more intimately than you do. And the average grocer is perfectly satisfied that your acquaintanceship should not ripen into intimacy, at least during business hours.

The kind of trade that the average grocer wants is that class who order by telephone or mail; who send their children and servants to the store, or who give their orders to the clerk who makes his rounds every morning to the homes of his employer's customers. The discerning woman is not, as a rule, welcome in the grocery store; she is too liable to make a fuss over what, in the grocer's opinion, are little things, such as dirt and other foreign matters in the sugar and other barrels.

During the investigation above mentioned it was found that the unclean grocery store exists in the metropolitan city as well as the country village; they were found among the stores who cater to the rich as well as those who serve the poor. It is not necessarily the small grocer who is the greatest offender, from a sanitary point of view, nor is the grocer of the large city more immune from dirt than his country cousin. Clean and unclean stores were found in every city, village and State in the Union and, sad to relate, the clean store was in the minority.

Some of the interesting points brought forth during this investigation were the facts that it costs to feed the 84,000,000 people in the United States \$12,000,000,000 a year, not including what the farmer raises for his own table. The food distributed by grocers includes nearly 3,000,000 tons of sugar; 834,667.023 pounds of coffee; 175,000,000 pounds of prunes; 17,854,768 bushels of rice; 84,000,000 barrels of flour, and about 84,000,000 pounds of tea. And these are only staple articles of food, and the greater portion of them are bought in bulk by the grocer and taken from his bins, bags, barrels and boxes, weighed on scales, put into paper bags and delivered at your door, after several handlings. Are the men and boys of the grocery store, who handle this food worthy of the trust? State Food and Drug Commissioner H. E. Barnard of Indiana, thinks that, as a rule, they are not. In a recent investigation, out of 481 stores inspected, 17 were found to be in excellent condition, 170 were good, 229 fair, 52 poor and 13 bad. Commissioner Barnard is quoted as saying:

"The grocery store or market is the distributing agent of the food manufacturer. It is probable that ninety-five per cent of our food passes through the hands of the grocer or meat man. The prosperous merchant is usually awake to the fact that his business will suffer if his shop is

not attractive and his stock fresh. But in every community there are some dealers whose meat blocks are unclean and covered with flies, whose refrigerators are slimy and foul-smelling, whose back rooms are filled with accumulated filth, whose cellars are damp and dirty, whose dried fruits are wormy, whose fruits and vegetables are decayed, and whose cat sleeps in the cracker barrel."

"How can we secure clean, sanitary groceries?" was the question asked of Bayard C. Fuller, Chief of Food Inspection, Department of Health, New York City. "By implanting in the hearts of unclean grocers the fear of God, which being interpreted means, fear of arrest and imprisonment" was the prompt reply. The same question was put to the manager of a model grocery store, and his answer was "By educating the housewives of America to visit their grocers in a critical, observing frame of mind; to demand cleanliness in the store, its owner or manager and his assistants, and to make cleanliness a possibility by treating the grocer and his clerks in a businesslike way." Both of these replies are correct and both remedies are practical in either the large city or small town.

Now looking at this matter from another side. The owner of the model grocery is a good business man. He keeps his store clean and orderly, not simply because he is cleanly by nature but because it is good business policy to do so. The clean grocer is always prosperous; he carries the best goods in every line, and as his stock moves quickly he can buy in large quantities and thus get the benefit of rock-bottom prices, which enables him to compete with, and in many instances undersell, his slovenly competitor. Does not the patron of the clean grocer benefit by these circumstances?

Take for an example the grocery department of a large department store; here one will in-

variably find the model store with the attendants neat and well groomed, because the department store is run on sound business principles, and the housekeeper usually attends personally to her shopping here. The stock of edibles must be kept attractive to catch her attention and cause her to purchase.

What has made package goods so popular? Simply the fact that a purchaser knows that they are clean and wholesome, and in the same condition in which they left the factory. You would not hesitate a moment about buying a box of Uneda biscuits or a box of Domino sugar under almost any conditions for this same reason. You would know that no matter how filthy the store or salesman that either of these articles, like other package goods, would not be contaminated by their surroundings.

Now what has been and what will be the effect of the three editorial articles that have already appeared in the November, December and January issues of *Woman's Home Companion*, and the other one that is to appear in the next issue?

Frederick L. Collins, the editor, told a representative of PRINTERS' INK what had already happened. "The three articles which we have published," said Mr. Collins, "have caused a great deal of interest, not only among our readers, but among the grocery trade, the trade press and the newspaper world. All of the better class of grocery trade journals have taken our view of the matter, and some of them have quoted us in their own pages and written their own articles pertaining to this matter. Some newspapers have also signified their interest and willingness to help, and each month we prepare a special grocery slip which has been quoted from by many of the leading papers throughout the country. Some of the minor lights among the trade journals in the grocery field; those publications who are too weak or faint-hearted to applaud honest

criticism by others or to criticise themselves, have roasted our articles in every way in order to curry favor with the man whom we have laid bare before the eyes of the world. Some of our critics do not even give us credit for the many good things we have said in favor of the model grocer, for in all of our articles we have given unstinted credit where credit is due, and the clean grocer has not suffered at our hands; in fact he has been benefited; and he, the clean grocer, agrees with us and backs up our assertions.

"And, another effect. Nearly every grocer in the country knows of the *Woman's Home Companion* grocery campaign and

"Do You Know Your Grocer?"

This question, "Do you know your grocer?" is being asked and answered in a series of editorial articles in the *Woman's Home Companion*, beginning in November issue. Do you know your grocer? If every housewife will read the articles she will readily see they should know their grocer and demand a standard of cleanliness from him.

We are strictly standing for pure food products and cleanliness in handling same; We appreciate having our lady customers call and inspect the manner in which we care for the food which goes from our store to their tables.

Remember our motto:

"NOT HOW CHEAP, BUT HOW GOOD."

STIRBLING BROS

"Pure Food Distributors."

Sixth and Washington. Phone 889

has his opinion on the subject. Many stores have gone so far as to insert advertisements in their local papers.

"This has been done entirely of their own initiative, and we would never have known of it save through our clipping bureau. But the best criterion of all of the timeliness of this subject, and

the effectiveness of the articles which have appeared, is the vast number of letters we are receiving from our readers and even from people who are not our readers from all over the country."

BUSINESS GOING OUT.

The Geo. Batten Agency, New York, is asking southern papers for rates.

The Mahin Agency, Chicago, is putting out renewals for N. K. Fairbanks Company.

Theodore P. Roberts, Chicago, has secured the account of Dr. Guy Clifford Powell.

R. H. Macy Co. is advertising in a number of weeklies and illustrated Sunday papers.

The German-American Agency, Philadelphia, is placing ten thousand lines for the Penn Drug Co.

The P. F. O'Keefe Agency, Boston, is placing readers for the "Stephenson Method," two insertions.

The American Lead Pencil Co. is advertising Venus Pen and Pencil through the Presbrey Agency.

Retnac Chemical Company, Pittsburgh, is asking Pennsylvania papers for rates on a corn cure account.

The Burt International Advertising Agency, of Buffalo, is asking rates on classified advertising in the Middle West.

The Lesan-Gould Co., New York office, is placing contracts for the advertising of the New York Central Lines.

The Pacific Coast Borax Company, 100 William street, New York, will not do any advertising in the daily newspapers this year.

The Lesan-Gould Agency, St. Louis, is putting out advertising for the Hotel Majestic. Copy is being run, three and four lines, in the larger cities.

N. W. Ayer & Son, Philadelphia, are asking rates from some Pennsylvania papers, on a proposition for 500 inches, to run once a week, for a year.

Kastor & Sons, St. Louis, are sending out renewals to newspapers for the American Wine Company, of that city, advertising Cook's Imperial Champagne.

Geo. G. Powning, New Haven, Conn., has secured the following accounts: Henry C. Bradford, M. D., Helen Douglas, and the Delmar Association.

The W. L. Douglas Shoe Co., Brockton, Mass., is placing sixty lines, twenty times, in weeklies and Sunday editions of the smaller papers throughout the country.

Pennsylvania papers are being asked for rates by the Netro Chemical Company of Johnstown, Pa., on a five-inch advertisement. The advertisement will run 4 times, and probably longer.

The Florida Gas Engine & Supply Co., Tampa, Fla., is using eight inches weekly in about thirty high-class weeklies in Georgia and Florida, through Armistead & McMichael; contracts recently sent out.

The Manufacturers' Advertising Bureau, New York City, are sending out some special two page advertisements, for the Weston Electrical Instrument Company, regarding a new line of Alternating Current Electrical Measuring Instruments, together with a new line of Direct Current Switchboard Instruments. The leading electrical publications are being used.

The Richard A. Foley Advertising Agency, Philadelphia, has secured a contract with the Munyon Homeopathic Remedy Company to prepare and place its advertising. Leland M. Williamson, who will give the account personal attention under the direction of Professor Munyon, was for several years the latter's advertising manager. The Foley Agency will also prepare and place all the Ludwig Piano advertising this season.

The Manufacturers' Advertising Bureau, New York City, is sending out the usual page advertisements for the Okonite Company, Ltd., manufacturers of Okonite Insulated Wires and Cables, to the New York and Chicago telephone journals, to be distributed at the annual convention of the International Telephone Association which will be held January 21st, 22d and 23d in connection with the Electrical Show at the Coliseum, Chicago.

Armistead & McMichael, Inc., Atlanta, Ga., and Louisville, Ky., are sending out contracts for 12 inches, three and one time a week, in dailies and weeklies, for 52 weeks, for the Swift Creek Distilling Co., Louisville, Ky. About 100 papers are on the selected list throughout the South. This firm is also handling the advertising of R. M. Rose Co., Potts-Thompson Liquor Co., and Reid-Gordon Co., Inc., all distillers of Chattanooga, Tenn. Contracts for Reid-Gordon Co. have just been sent out for eight inches, three times a week, and 10 inches, one time a week, to about eighty newspapers in Georgia, Florida, Alabama and Tennessee.

BOSTON ITEMS.

A trade proposition is being offered to newspapers by the Oliver Typewriter Co., Federal street.

Tucker, Hayes & Co. brokers, are sending out orders direct covering New England for a new issue of bonds.

Agricultural papers are receiving orders for a year for the advertising of Lunt, Moss & Co. from Wm. Colton of Wood, Putnam & Wood.

The advertising of Curtis & Cameron is now being placed by the Cowen Agency, John Hancock Building. A select list of high-grade magazines is being used.

The Shumway Agency is asking for rates from daily newspapers for 6 inch space, running three and six months. Frank Allen of this agency has been compiling the figures.

Wood, Putnam & Wood are sending out 1,000 inch orders for the advertising of Dr. Barbrick. This advertising is going into cities and towns where a representative travels.

The Douglas Shoe Co. is sending out orders to dailies for 60 line advertising running once a week for twenty weeks. Frank Erskine, Brockton, is the advertising manager.

The new passenger agent of the Central Vermont Railroad, Mr. Boynton, is making up a list of daily newspapers to cover New England for a year. The business is placed direct.

For the season of 1908 the J. Walter Thompson Agency has completed a list for the advertising of the George Frost Co. Boston Garter and Velvet Grip Hose Supporter. The contracts are for six quarter pages in a year.

Additional orders are going out from the J. T. Wetherald Agency for the advertising of Dr. Sloan's Liniment, covering a period of a few months. This agency is also placing all the advertising of the Old Colony Trust Co. in Boston newspapers.

All of the Jaynes-Riker copy is now going through the C. Brewer Smith Agency, 84 State street. Large copy is being used. This agency is also adding some papers to the list on X-Zalia and renewing contracts for rearing notices on Lung-Kuro.

Mr. Brackett of the Wyckoff Agency is placing the advertising of the La France Shoe, the product of Williams, Clark & Co., of Lynn, in a small list of magazines. They will make up a newspaper list covering territory where they have stores in about a month.

Walter C. Lewis is making plans for the Lowney Chocolate advertising for 1908. They will use women's papers largely and a few general magazines where they can secure preferred position. The spring contracts for the newspapers have already been placed.

The Boston News Bureau is sending out orders for the advertising of Keveney Sawtelle, 2½ inches, 2 times a week for a month. This agency is also placing the advertising of the Consolidated Steamship Co. The contracts from Corey, Milliken & Co., covering a year, will be placed about the 1st of February.

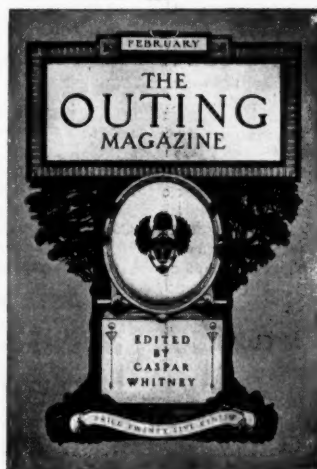
I. B. Spafford, the new agent in Boston, with offices in the John Hancock Building, has just added Mr. Paul, formerly of the Pettingill Agency, to his force. A New York office has

been opened with Mr. Pearson in charge. This agency is asking for rates from Maine and New Hampshire papers on 6 inch copy for 6 months and a year, and for rate cards on papers and publications generally.

The contract for the advertising of the Motor Boat Show is to be handled by Mr. Black of the J. Walter Thompson Co. A large appropriation has been made for Boston and New England dailies, the advertising to run a month. As the same management runs the Chicago Motor Boat Show, the advertising will be placed by the same agent, and considerable money will be spent to exploit the show in Chicago papers and adjacent territory.

The Ad Men's Club of Boston held their December dinner on the 18th at the Boston Yacht Club. This night is always the one night of the year when every one interested in advertising in Boston loosens up and has a good time. This is the annual Christmas festival, and after the dinner a Christmas tree was disclosed and Santa Claus impersonated by one of the members, found a present on it for every one in attendance. An original vaudeville programme was presented, the participants being members of the club. Among the many novel features of the evening was the appearance of a newsboy selling copies of "Printers' Sink," prepared along the typographical lines of PRINTERS' INK, and containing allusions to local advertising men which were highly appreciated.

ADJECTIVES were intended to describe, but they are now used so redundantly that they conceal instead of modifying the meaning of the noun.—*Star Monthly*.



ATTRACTIVE MAGAZINE COVER FOR FEBRUARY.

What other Magazine offers you this?

For years McClure's has based its advertising rate upon a guaranteed circulation.

For years the actual circulation has greatly exceeded the guarantee. Therefore, for years, advertising in McClure's has been an unusually profitable investment.

This may help to explain why for years McClure's has carried more advertising in any year than any other magazine.

Going back four years here are our records of circulation:

	Advertising rate based on guaranteed monthly circulation of	Average monthly circulation exceeded	Average monthly excess over Guarantee
1904	333,000	375,000	42,000
1905	375,000	414,000	39,000
1906	414,000	457,000	43,000
1907	414,000	469,000	55,000

A sworn statement certifying the correctness of the above will be sent on request.

Notwithstanding the advance in the price of McClure's Magazine on October 1st to 15 cents, McClure's sales on the news-stands have held their own, while new subscriptions received from September 1st to January 1st show an actual gain of more than one hundred per cent. over the corresponding months last year—

and we are now printing editions of 480,000. ¶ Therefore, advertisers, while paying for a circulation of 414,000 are actually getting 66,000 in excess of the guarantee—so that although an advertising contract in McClure's has always been a profitable investment, it has never before been quite so profitable as it is to-day.



ASK FOR "THE KEY TO THE
MARKET PLACE OF THE WORLD"

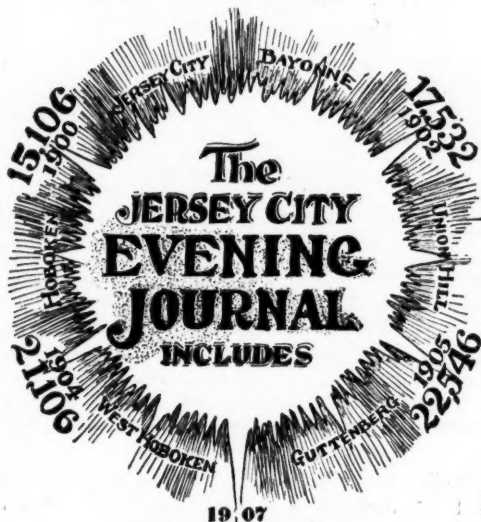
LOUIS B. DEVEAU, Mgr. Advertising Dept.,
44 East 23d Street, New York

FREDERICK C. LITTLE, Western Representatives
FREDERICK E. M. COLE, Tribune Bldg., Chicago

EGERTON CHICHESTER, New England Rep.,
Penn Mutual Building, Boston

UNDER THE HUDSON

BY TUNNEL TO
POINTS COVERED BY



19,07
24,330

Jersey City is the focal point of the Hudson and Manhattan Tunnel Company. The long-promised opening of the great subaqueous tunnel system, linking the metropolis and Jersey City, which will occur within a month, has resulted in a great influx of home-seekers who appreciate the facility afforded for quickly reaching their places of business, and at the same time enjoy homes of their own on tree-lined streets without being removed from urban life. During 1907, \$20,000,000 Was Spent In Building Operations in Hudson County, of which Jersey City is the center and contains half the population, to accommodate the increase in people and keep step with the spirit of progress.

A Home-Loving Public Wants the News of Home at Home.

*The Jersey City EVENING JOURNAL Gives This,
Consequently 90% of Its Circulation Is Delivered at Homes.*

H. CLARENCE FISHER,

Sole Foreign Advertising Representative,

Western Office,
506 Boyce Building,
Chicago, Ill.

Eastern Office,
634 Temple Court Building,
New York City.

Along 250 Rural Routes in
Eastern Michigan you will
find the thrifty country people
reading each morning

THE SAGINAW COURIER-HERALD

(40 YEARS OLD.)

This in addition to covering the city
and suburbs as thoroughly as an *only
morning and Sunday newspaper*
can do that work.

Almost every copy printed can be
traced to a *home* where advertised
goods are used continuously.

One edition a day is published—
there's no duplication, and no street
sales are encouraged. Carriers deliver
the paper to homes of subscribers.
Why shouldn't *your* advertisement—
your business card—be presented for
consideration also? Here is an ex-
cellent opportunity to make your
goods known—and at a small cost.

**THE S. C. BECKWITH
SPECIAL AGENCY**

Sole Agents Foreign Advertising
CHICAGO - TRIBUNE BLDG. - NEW YORK

—1908— McKittrick's Directory of Advertisers

McKittrick's Directory of Advertisers for 1908 is now ready. It is the best edition that has yet appeared and contains over 12,000 prominent general advertisers scattered all over the country. Quarterly supplements are issued. It has a complete list of Automobile Manufacturers and dealers in Automobile Accessories in the United States. Also a list of about 2,000 trade-mark articles and also one of the general Advertising Agents.

Above all the Directory gives the name of the man in each concern who hands out the contracts for advertising and the agency through whom the business is placed.

All information is obtained by personal call on each advertiser. Send for prospectus.

George McKittrick & Company
108 Fulton Street, New York, N. Y.

The Dayton Journal

**Leads All Other Daily Newspapers
in Local Advertising**

Beats News 102 Columns. Beats Herald 167 Columns

Dayton advertisers used 102 more columns of space in The Journal during December than they used in the News and 167 more than the Herald.

In three months ending December 31, 1907, The Journal gained 1,142 columns, 806 of which was local advertising.

In December The Journal gained 447 columns of local advertising. This great gain for one month is approximately twice as great as the gains made by The Journal's nearest Dayton competitor for the entire twelve months of 1907.

The Journal is the only morning and only Sunday newspaper published in Dayton.

FOREIGN REPRESENTATIVES:

BRIGHT & VERREE
Brunswick Bldg.
New York

W. F. DUNN
Tribune Bldg.
Chicago

COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

Readers of Printers' Ink will Receive Free of Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

If a picture is not given an opportunity to show what its attractive features are and what it really means, there seems to be no good excuse for using the picture.

In the Porto Rico advertisement, marked No. 1, the illustration is so nearly lost that it might as well have been permitted to fade away entirely. It may have been a very delicate and pleasing thing at some stage of its career, but it does not belong in a quarter-page magazine advertisement.



A three-weeks' cruise upon one of the splendidly appointed steamers of The New York & Porto Rico Steamship Company

Around Porto Rico

is an ideal summer-like voyage. The steamer circles the entire island, stopping at interesting points, and affording enchanting glimpses of this tropical paradise. Such a tour is like a cruise in a private yacht. The ships are large, finely equipped, with only outside staterooms, every modern convenience and comfort. The steamer is the tourist's hotel during the entire trip.

The special tourist rate for this cruise is \$140, which includes every expense.

Write for illustrated booklet giving details of the voyage and containing attractive pictures of Porto Rico.

THE NEW YORK & PORTO RICO STEAMSHIP CO.
12 BROADWAY, NEW YORK.

Or RAYMOND & WHITCOMB CO., all Principal Cities.

NO. 1

The advertisement marked No. 2 is better adapted to the purpose of magazine advertising and would not get lost in any company.

* * *
This little newspaper advertisement advertises cheese—and suggests it. The infinite care and patience shown by the illustration might have been employed in a better cause.

The faithful and industrious the detail in the sideboard at the

artist has succeeded in reproducing an entire dining-room with all its contents in a space scarcely



NO. 2

an inch in diameter in the original. He did not even forget

For Imported Camembert
Look for This Label.

"Elite" "Elite"

"Elite" "Elite"

You'll be sure to get the best.
THE DELICIOUS FLAVOR OF
"Elite" Camembert
IMPORTED CHEESE
is the result of rich triple creamy milk, such as only the marvelous pastures of Normandie (France) can produce.
All prominent Hotels and Restaurants serve it. ASK YOUR DEALER.

back of the room, and each lock of the lady's hair is just where it ought to be.

The fact that the picture is a waste of space, and has absolutely no advertising value, is merely incidental.

* * *

Here is an advertisement with altogether too much picture and not enough room for the text.

It is obvious that it would be an excellent idea to show the "Kant-Skid" device so that the motorist could form a good idea as to how the thing looks and how it works, but it would puzzle a very ingenious builder of excuses to explain the reason why six or eight automobiles with their occupants, are introduced into this illustration.

This advertiser is not trying to

Kant-Skid
TRADE MARK
THE GRIP

FOR PNEUMATIC OR SOLID TIRES

"Kant-Skid" consists of strips of chrome leather across the tire about four inches apart. Each cross strip has a steel plate and metal bands on its outer surface to take the wear of the road. Safe, soft, reliable, cannot possibly skid the tire. Will outwear any other anti-skid device. Banned by the road laws, Local, State or National. Every safe investment. Sizes 22x4 1/2 or 24x4 1/2 or 5. From \$7 to \$13 per pair. Write for booklet "Safe and Sure Automobiles" and convincing testimonials.

LEATHER TIRE GOODS CO., New York City, N.Y.
New York Store, 1205 Broadway

sell automobiles or property on Fifth Avenue, and the vehicles and shadowy buildings complicate matters and detract attention from the article advertised.

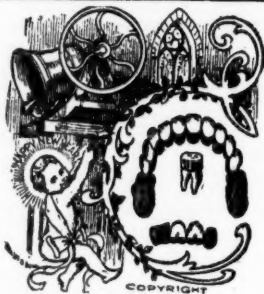
* * *

This dental advertisement certainly deserves to be immortalized.

Ring out the old and ringing in the new set of teeth is an interesting, if not a thrilling process, and one which obviously

must be not only painless but pleasing.

This advertisement richly repays careful scrutiny. It has



Ring Out The Old Ring In The New

and your New Year will certainly be crowned with happiness, if you only resolve to do away with the discomfort of faulty teeth by taking treatment from us—the painless dentists.

Fitzgerald Dental Parlors

209 N. Liberty St.

OFF. GAS OFFICE.

Hours—8 A. M. to 6 P. M.; Sunday,
10 A. M. to 1 P. M.

many interesting things about it, not the least of which is the fact that the Fitzgerald Dental Parlors are opposite the gas office.

TWO INKY WAYS.

There was a man who advertised but once—a single time;
In spot obscure placed he his ad and paid for it a dime.

And just because it didn't bring him customers by score,
"All advertising is a fake," he said, or rather, swore.

He seemed to think one hammer tap would drive a nail clear in;
That from a bit of tiny thread a weaver tents could spin.

If he this reasoning bright applied to eating, doubtless he
Would claim one little bite would feed ten men a century.

Some day, tho', he will learn that to make advertising pay,
He'll have to add ads to this ad and advertise each day.

—New York Sun.

BOOKLETS.

A characteristically good booklet, to promote the sale of its church Communion Ware, comes from the Meriden Britannia Company. It is printed upon heavy wood-cut paper, and illustrated with fine half-tones. The booklet is intended not alone for the use of the trade, but for mailing to churches and church committees.

M. M. Johnson, the "incubator man" of Clay Center, Nebraska, has issued his annual catalogue of "Old Trusty" incubators and brooders. The covered colored design, representing several large forest trees, is attractive. The descriptive matter is written in familiar style, and is illustrated with photographic half-tones of Old Trusty incubators in use in various parts of the world.

Logan Motor Trucks, Chillicothe, Ohio, are advertised in a large-page booklet from the press of the Republican Publishing Company, Hamilton, Ohio. The cover, of special design, has merit, and the inner pages are worthy of notice because of the quality of the half-tones, which bring out clearly the details of the machinery. In mechanical catalogues too much attention cannot be given to this particular.

Seth Brown, of Chicago, has issued a booklet in the interests of "Boca Ancha," a Mexican silver mine. The cover design, in two shades of blue upon a blue stock, is attractive, and the pages within, while they exhibit nothing unusual in the way of text or illustration present a better appearance than the ordinary mining literature. The pictures of the old Spanish mine add a touch of reality which ought to be a valuable feature of the booklet.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (300 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

AGENTS wanted to sell ad novelties; 25% com. 5 samples, 10c. **J. C. KENTON**, Owego, N. Y.

ILLUSTRATED FARM SERVICE for dailies. Page mats or any way to suit. **ASSOCIATED FARM PRESS**, 118 Dearborn St., Chicago.

MAGAZINE or publisher can secure trained newspaper editor, critic, special writer. Address, for references or appointment, "AUTHOR," care Printers' Ink.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

AN ADVERTISING MANAGER, employed by a large establishment, wants to write copy regularly for a limited number of advertisers. Address "APPLETON," care Printers' Ink.

ADVERTISING man with eight years' experience as solicitor and manager, would like to connect with a live daily that will appreciate results. Address "EXPERIENCE," care Printers' Ink.

MAIL-ORDER MAN WANTED. First class, to take charge of a mail-order book business already established and doing a business of \$1,000 a month. State salary, age and experience. Address "W. P.," care Printers' Ink.

"ADVERTISERS' MAGAZINE" should be read by every advertiser and Mail-Order dealer. Best "Ad School" in existence. Trial subscription, 10c. Sample copy free. **ADVERTISERS' MAGAZINE**, 816 Grand, Kansas City, Mo.

THE FARM PRESS SYNDICATE, Box C, Chatham, N. Y., furnishes an excellent Farm Department feature weekly; topics discussed in Questions and Answers; very practical information; makes three columns; price fifty cents. Send for proofs.

Advertising Man Wanted

We want a combined advertising and circulation manager for the **FARMERS' UNION GUIDE**. Good reference must be furnished. Either salary or commission basis. **GUIDE PUBLISHING CO.**, Birmingham, Ala.

EASTERN ADVERTISING SOLICITOR wanted for a first-class mail-order paper with 400,000 live subscriptions; rate \$1.50. Address, giving age, experience, salary or commission and reference. Might consider a "special" already established and handling a similar line of papers. Address "G. W.," care Printers' Ink.

WANTED—Advertising men. Experienced Writers, Managers, Solicitors; also openings for Executives, Bookkeepers and accountants, with publishing experience. Write us today, stating age, experience and position desired. Service confidential. **HAPGOODS**, 305 Broadway, New York, or 1010 Hartford Building, Chicago.

ADVERTISING SOLICITOR (display) or classified manager, age 35 years, married, desires change. Thoroughly familiar with inside details as well as strict duties. Presently assistant manager, large daily. An interview will convince you that I am O. K. and can make good. No particular location. Highest credentials. Compensation \$25.00. Address, **VICKOR**, 2065 Adams St., Philadelphia.

POSITIONS NOW OPEN—For supt. of printing, 40 hands, Phila.; news foreman, union, Ill., \$25-28; Hoe web pressman, non-union, Ct., \$25; ad-compositors, union, Mass. and Ct., \$21; foreman bookbinder, N. J.; city editors, Ct. and O., \$18; tel. ed., Ct., \$18; advg. solicitors, N. Y. and Mich., \$20-25; reporters and linotype operators. Booklet No. 7 free. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

YOUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

HERE'S A MAN

who could not make his year-old Trade Journal weather the storm. A man who has had several years' experience of the all-around sort in Publication work.

If you can use a man of ability on the Editorial, Advertising or Circulation Building end of your Trade or Agricultural paper, and have the right Opportunity, I will prove to your satisfaction that I am the right man.

I know—and am known—in both the East and the West. Address "T. H.," care Printers' Ink.

I WANT a position as advertiser and correspondent, with chance to build business through the mail. University graduate, student of modern business system; wide business experience, technical training—in a word, the training and experience which enable me to study your problems. Publicity on this basis will hold and secure business. Do you need a man who can "see things" and tell them so simply that others must see them? Address "E. H. F.," Printers' Ink.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$35 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Realness Expert, 788 Metropolitan Annex, New York.

Advertising Solicitors

ON

Trade Journals

are requested to communicate with the undersigned. I will submit a plan how solicitors can increase their income materially without interfering with their present duties. All communications will be treated strictly confidential.

JOHN M. MUENCHENBERG,
Special Representative of European
Trade Journals,
1161 Broadway, New York City.
Tel. 567 Madison Square.

IN CHICAGO.

Have you an opening on your advertising staff for a young man—rather an exceptional young man?

He is a little over 21 years old; has been in the newspaper and advertising business for 3 years; 2 years as advertising solicitor on a small daily (3,000 circulation) and 1 year on the staff of a publisher of class journals, whose standards are unusually high.

He has always been an outside man; in spite of his youth he meets people well, and creates a favorable impression. He has had a limited experience in writing advertising copy (which has been called good), and knows how to write simple, effective English. His connection with a small newspaper has bumped him up against both sides of the game—business and editorial.

He has sold advertising in a small way, and knows how hard it is, but believes he has in him the essentials of a successful advertising man.

He wants to get into the advertising business right—where he can develop and learn—really become a good advertising man. Therefore, he is looking for the best position in Chicago which offers this opportunity.

If you have it, and are willing to pay no less than \$25 a week, address

"E. H. G.," care Printers' Ink.

THE MAN WHO WILL IS THE MAN WHO CAN

THADDEUS DAVIDS CO., 127 William St., New York. ESTABLISHED 1825.

send \$1 for Davids' Practical Letterer, complete instructions in Commercial Lettering with brush or pen; practical hints on photo-engraving and designing; do good show card work. This book contains much information of great value to advertisers.

ADVERTISING NOVELTIES.

EVERY conceivable kind, from all manufacturers. E. W. FRENCH CO., 1 Bookman St., opposite Postoffice, New York.

PAPER

B BASSETT & SUTPHIN,
68 Lafayette St., New York City.
Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

INDEX CARDS.

INDEX CARDS for all Cabinets. Get our prices and samples. THE BLAIR PRINTING CO., 615 Elm Street, Cincinnati, Ohio.

BOOKS.

Forty Years an Advertising Agent

BY GEORGE P. KOWELL.

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force. The remainder of the edition (published last year) is now offered for sale. About 600 pages. 6x8, set in long primer, with many half-tone portraits. Cloth and gold. Price \$2, prepaid. THE PRINTERS' IN PUBLISHING CO., 10 Spruce St., New York.

HALF-TONES.

WRITE for samples and prices. STANDARD ENGRAVING CO., 560 7th Ave., New York.

NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1; 4x5, \$1.50.
Delivered when cash accompanies the order. Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions. 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each, cash in order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. F. O. Box 815, Philadelphia, Pa.

ADVERTISING MEDIA.

THE TROY (Ohio) RECORD is a daily of the Montreal Star class published in a 6,000 town. Circulation covers city and Central Miami County thoroughly. Send for rate card.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

THE IRELAND ADVERTISING AGENCY, 1029 Tribune Building, New York.
925 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1878. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' ADVERTISING BUREAU, 237 Broadway (opp. P. O.), New York. Ads in the TRADE JOURNALS our specialty. Benj. R. Western, Propr. Est. 1877. Booklet.

WRITERS AND ILLUSTRATORS.

MILLIONS of up-to-date clippings and pictures covering every topic, classified for quick reference. Big help. THE SEARCH-LIGHT INFORMATION LIBRARY, 341 5th Ave., New York.

BOOKLETS.

BANKERS. We have a booklet for Banks that should interest every Bank President and Cashier. They cost: 500, \$30; 1,000, \$35; 1,500, \$30; 2,000, \$35; 2,500, \$40; 5,000, \$65. Free sample to Banks only. Printers' Ink Press, 45 Rose Street, New York.

COIN MAILER.

\$2.00 PER 1,000. For 6 coins \$3. Any printing. ACME COIN CARRIER CO., Burlington, Ia.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue (60¢) (freest book of its kind. Published annually. 36th issue now ready; free. S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

PATENTS.

PATENTS that PROTECT. Out 2 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. B. LACEY, Washington, D. C. Estab. 1869.

SUPPLIES.

BERNARD'S Cold Water Paste is being used on all advertising wagons traveling throughout the U. S. advertising Kendall's Spavin Cure. 46-pound box costs \$5.00, makes two barrels paste. BERNARD'S PASTE DEPARTMENT, Recor Building, Chicago.

BUSINESS OPPORTUNITIES.

\$8,000.00 WILL buy eastern weekly newspaper property. \$3,000.00 of the price can be deferred. Property has record of annual cash receipts of over \$11,000.00, and of returning owner for time and investment \$3,800.00. One-half will be sold to man qualified to take full charge of the business.

Proposition No. 367,

C. M. PALMER,
Newspaper Broker,
377 Broadway, New York.

FOR SALE.

FOR SALE—very cheap—Potter press, fly delivery, sheet 30 x 36. J. KINSEL, 1144 N. Union St., Philadelphia, Pa.

\$6,000 CASH WILL SECURE two thirds interest in \$10,000 newspaper and job printing business in New England city of over 10,000 people. Balance deferred. Owner ready to retain part interest. Up-to-date equipment. All communications confidential. NEWS-PAPER MEN'S EXCHANGE, Springfield, Mass.

PUBLISHING BUSINESS OPPORTUNITIES.

RIGHT now is the time to buy A periodical publishing business. You can buy right And have none too much time To get ready for returning tide of prosperity. Ten years selling periodical property only.

EMERSON P. HARRIS,
Broker in Publishing Property,
233 Broadway, New York.

PRINTING.

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. THE BOULTON PRESS, drawer 38 Cuba, N. Y.

Keep Tab

How long does the ordinary two-piece tip on your guide cards last? Doesn't it always give out at the top? These one-piece

Celluloid Tipped Guide Cards

protect the top of the tab where the wear comes and more than double the usefulness of the card. Never crack or curl—in all colors, printed or plain.

Ask your dealer for the one-piece tip or write direct for samples to

STANDARD INDEX CARD CO.

701-709 Arch St. Philadelphia, Pa.

Growing Fast

"The commercial South is moving ahead rapidly, and we are keeping up with it. Advertisers are obtaining good results in this section."

Armistead & McMichael
(Incorporated)

General Advertising Agents

Atlanta, Ga. Louisville, Ky.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

G. L. & H. J. GROSS,
Insurance, Real Estate, Surety Bonds.
Union Trust Company Building,
PROVIDENCE, R. I.

Editor Ready Made Department:

DEAR SIR—Will you please publish criticisms on the enclosed advertisements, and greatly oblige,

Yours very truly,
(Signed) OTIS M. FREEMAN.

These small (two-inch single column) ads simply show that for some lines a very good argument can be put up in a small space, on the one-thing-at-a-time principle. This seems to be one of the lines that lend themselves readily to such advertising; there's nothing to describe, because when a prospect has reached that point where he wants details, he will send for descriptive matter and ask to "see the man." In other words, accident or health insurance isn't a thing that he is going to run in and purchase on his way to the office just because he happens to read the ad on his way to business, where if it were a desk, filing case or something of which he felt in immediate need, a detailed description and the price might bring him to the point of buying at once and decide him as to where to buy. The effect of these small ads in the morning paper should be somewhat like that of a few words from a friend every morning on the same subject, just incidental to the conversation. At first the words might hardly be heard, but after a time they would begin to make an impression that a little slip in getting out of the car, or a day's confinement to the house from some minor ailment, would develop into active interest. The news of an accident to an acquaintance or his illness might make immediately effective a series of ads which had done no more than fix the advertiser's name and business in the reader's mind. Nearly

always, there must be something aside from the ads themselves to get action, and that is why insurance advertising, especially accident and health insurance, must be followed by active, intelligent canvassing to make it really profitable.

The advertising should not be framed so much for direct returns as for its cumulative, educational effect and its important influence in bringing the prospect to that condition of mind which makes him wholly willing and perhaps a little anxious to be told all about it. If the canvasser does this work, and has to begin at the very beginning, the cost of business written is sure to be high, whereas if the canvasser can spend his time in gathering business that is ready for the gathering while advertising is ripening other prospects the cost of business is sure to be lower. All of which means that there should be more intelligent, more persistent advertising of insurance in the newspapers, and more concern about the gross business for the year than the number of inquiries from any given ad or series of ads. Here are reprints from the ads submitted, all of which were set in a single style of type, with a fairly heavy face, and no display except an initial letter at the beginning and the firm name in caps:

A fall on any icy sidewalk may cripple you for life. Our accident policies provide an income until death or the age of seventy years.

G. L. & H. J. GROSS,
Union Trust Co. Building.

One of our clients fell downstairs and fractured his left arm. We paid him \$247.50 for loss of time. Are you protected against such losses?

G. L. & H. J. GROSS,
Union Trust Co. Building.

Don't wait until your earning capacity is impaired by illness or acci-

dent to find out the value of disability insurance.—We can prove it now.

G. L. & H. J. GROSS,
Union Trust Co. Building.

The Health Department of New York State shows by its statistics that practically one-third the deaths due to principal causes each year are the direct result of accidents. Be sure you insure.

G. L. & H. J. GROSS,
Union Trust Co. Building.

Sickness always increases your expense; it generally decreases your income. Our policies take care of both. Don't wait for the sickness as it will then be too late.

G. L. & H. J. GROSS,
Union Trust Co. Building.

336 North Front Street,
READING, Pa.
Editor Ready Made Department:

DEAR SIR—Have only been a reader of PRINTERS' INK for a little more than a month, but I want to tell you that the editorials and the criticisms on commercial art matter appearing between the covers of this deservedly popular little journal, week after week, have been more than an inspiration to me.

I have enclosed two freak advertisements which I clipped from one of our prominent daily papers, and which I thought might prove a source of amusement for your Ready Made Department; as well as demonstrate the fact that all advertising is not profitable.

Very truly yours,
(Signed) A. STANLEY KEAST.

The ads accompanying this letter are only fresh examples of the common carelessness of retail advertisers in the matter of requiring the newspapers to furnish proofs and then reading the proofs. One of the ads shows a young woman with an abnormal cheek, and head downward, in the act of affixing a sheet of "Windowphanie" on the window pane. It can't be said that she is standing on her head, because she lacks even that support. Possibly she is hanging by her knees from the upper side of the table, which, together with some kitchen utensils and the room itself, is bottom side up. Of course, the entire cut is reversed, and with the usual, or perhaps unusually, ludicrous effect. The other ad, reprinted below, could hardly be expected to sell any-

thing. It was evidently intended to exploit some kind of a lighting fixture, but just what kind, probably nobody would be able to discover from the ad alone. Such carelessness is costly:

OVER THE TURKEY.

It is not yet too late to getting table, is an ornament in daylight, and it gives the most satisfactory illumination when darkness descends.

It is not yet too late to get one to shed light upon the ceremony over the turkey on Thanksgiving Day.

If you introduce this light into your dining room you'll be thankful for it every day.

CONSUMERS GAS CO.,
16 N. 5th.

THE SUMTER TELEPHONE MANUFACTURING Co., Incorporated,
Manufacturers of Telephones, Switchboards, and Telephone Appliances.
SUMTER, S. C.

Editor Ready Made Department:

DEAR SIR—We beg to hand you herewith a better print of one of the "ready-made" advertisement cuts enclosed with our letter of yesterday, and upon which we await with interest your criticism.

Thanking you in advance, we are,
Yours very truly,
THE SUMTER TELEPHONE MFG. Co.,
(Signed) F. C. Manning,
Vice-Pres. and Sec.

This looks to me like a job for the Commercial Art Department, but just to show the fellow who runs that department that I can do a little in that line myself—up to the making of better drawings—here goes. To begin with, this ad has altogether too many trimmings—too many scrolls and curved lines that have no meaning and serve only to confuse. It's a sort of a typographical Fluffy Ruffles with a superabundance of ruffles. For instance, the words "Famous Farmer" and the signature would have looked better in straight lines of plain letters. The lettering is crude, too; and the big outline F does not at first glance associate itself properly with its companion letters forming the word (?) "Fones." No doubt this ad will "stick out" from almost any page, but it would get just as much attention and sell more "Fones" if the

body portion were set in type and gave a little more information. Here is a photographic reproduction, reduced from $4\frac{1}{4} \times 5\frac{3}{4}$ inches:

SUMTER
FAMOUS FARMER
JONES

LONG EXPERIENCE - EXCEPTIONALLY LARGE MANUFACTURING FACILITIES ENABLE US TO SERVE YOU WITH THE CLASS OF APPARATUS YOU REQUIRE - THE KIND THAT TALKS AND LASTS WILL WRITE TODAY FOR FREE BULLETIN FULL OF INFORMATION YOU DESIRE

SUMTER TRUNK CO.
SUMTER, ILL.

In apparent contradiction of a statement made elsewhere in this department, the ad below, which, on its face, is a holiday ad, is reprinted. However, those who read it will discover that, in a sense, it is still timely, for it is safe to assume that many gift books have not yet been read—also that many of them never will be read—and the pun, being a good one, is pretty sure to penetrate. This ad was written by Charles J. Halpin, treasurer of the company advertised, and, so far as I know, that gentleman is the daddy of the idea. It appeared in the Haverhill (Mass.) Gazette:

HOLIDAY BOOKS

in many cases lose interest when once read, but our books are read with constantly increasing interest (four per cent). We know of no better or more appropriate present for a young man or woman than one of our savings pass books with a generous figure on the credit side of it. Safety and prosperity go with the book.

HAVERHILL TRUST COMPANY,
163 Merrimack Street,
Branch Office, 35 Washington Street,
Haverhill, Mass.

It is the purpose of this department to criticize and reprint

seasonable ads only—those which may be put to immediate use. Therefore, in justice to all concerned, a great many Christmas ads sent for criticism since Christmas will be filed away for consideration and possible criticism when they shall again have become seasonable. To give attention now to any considerable number of the many which seem to deserve it, would fill the pages of this department with matter of which no practical use could be made for nearly a year.

An Idea That Can be Used to Advantage by Almost Any Grocer. From the Philadelphia Evening Bulletin.

Let Us Send You Some Postal Cards, Free!

Not souvenir postals, mind you, but the kind Uncle Sam prints, on which you need put no penny stamps. You'll find them most convenient, especially if you have our catalogue handy. When you wish groceries, delicatessen, cakes and fancy pastry, candy, wines and cigars, simply jot down on a card the articles you need, and post it. We'll attend to the rest and as quick as the promptest delivery service in town can possibly do it. Of course if the articles aren't satisfactory, you needn't pay the driver. But we have no fears on that score.

These postals free for the asking. So is our catalogue.

When writing, also suggest that we add your name to the mailing list of "As-You-Like-It"—our newsy little publication. It's always chockful of helpful household hints.

Here are a few of our specially low-priced staples: Saludo Coffee, 26c. lb.; Caricol Tea, 34c. lb.; "Viv" Cocoa, 10c., 20c. can; Royal Wines, 50c. bottle—Port, Sherry, Catawba, Muscatel and Angelica; Royal Claret, 25c. bottle.

We deliver in Camden and Frankford.

THOS. MARTINDALE & COMPANY,
Teas, Coffees and Groceries,
Tenth and Market,
Philadelphia, Pa.

The Whole Story, Interestingly Told. From the Rochester (N. Y.) Express. *From the Williamsport (Pa.) Sun.*

Hot Water Without Cost.

Not a cent for fuel, plenty of hot water, and no coal range to take care of. Installation for less than one-half actual cost.

OUR PLAN

is to have the furnace supply the hot water, heat your kitchen and do away with the bother of carrying coal and emptying ashes. This will give you the advantage of using the gas range for cooking entirely; reduce your expenses, save room, and at the same time lighten the duties in the kitchen.

HOW IT IS DONE.

We run a pipe over the fire pot of the furnace, from there to the radiator in kitchen, and from radiator to boiler, thus giving you heat and hot water at all times, with but one fire to watch—the furnace.

THE PRICE

including radiator and piping, complete \$8.50.

Without radiator \$5; \$2 extra if kitchen is on second floor.

It is a money maker for you and worth investigating. Our representatives at your service. Call, 'phone or write.

Commercial Department.

ROCHESTER RAILWAY
AND LIGHT CO.,
34-40 Clinton Ave. North,
Rochester, N. Y.

The Reader Will Have to Say "That's So," and That Will Help Some.

Growing Eyes.

The eye of the student is under severe and constant strain at a time when it is yet growing.

Optical defects which, in a matured eye, are of little consequence, may, in a developing eye, produce serious and permanent troubles.

Any complaint of eye-strain from a child ought to receive immediate attention, and our opticians should be consulted.

CHINN-BERETTA OPTICAL COMPANY,

Factory on Premises.

2015 Mariposa St., Fresno.

San Francisco, Oakland,

Stockton, Fresno.

A Desk Portable

puts your electric light where you need it. Why strain your eyes when you can get a Portable Electric Light Complete for \$2.50.

THE PRIOR AND SAL-
LADA CO.,

Electrical Supplies,

248 Pine Street,

Williamsport, Pa.

Both Phones.

Not Only That "They Are Going Up," But Why. From the Spokesman-Review, Spokane, Wash.

They Are Going Up.

The completion of the new sewer now in course of construction is going to make a big increase in property values at Manito. There is absolutely no question about this. The only drawback Manito has ever had is that it had no sewer. It is now going in.

Be sure to get in ahead of the sewer.

There is money to be made at Manito.

THE FRED B. GRIN-
NELL COMPANY,
Terminal Building,
Spokane, Wash.
'Phone 728.

What They Sell and What It's Good For. From the Bangor (Me.) Daily Commercial.

Buy Red Cedar Boards

of us for your clothes closets or boat work.

Nothing better for this work.

Wide Cypress Boards for counter tops, narrow ones for finish.

We carry only the best quality.

Thin Hardwood Flooring to lay over old floors.

It saves taking up the old floor. We have the thicker if you want.

Mouldings—We carry a good stock in Whitewood and N. C. Pine, and can get them to your work promptly. This is the place.

C. WOODMAN CO.,

No. 136 Exchange St.,

Bangor, Me.

Agents for Rex Flintkote Roofing.

One Month from To-day February 15th

is the latest date upon which
statements of copies printed can
be received for the 1908
edition of

*Rowell's
American
Newspaper
Directory*

By this date, also, copy for
all display advertisements and
publishers' announcements should
be received.

Printers' Ink Publishing Co.

10 Spruce Street ∴ ∴ New York